The Manufacturing Confectioner

with INTERNATIONAL CONFECTIONER

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April 1956

Cracker Jack converts to ten cents

Why pay EGG Prices . . .

when you can get

BETTER WHIPPING with



G-400 WHIPPING PROTEIN

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G-400H for Horizontal Beaters **G-400V for Vertical Beaters**

GPI G-400 has had a thorough proving-out in volume production by leading candy makers. It is being more and more widely used in such operations every day. And essentially, the reason for its increasing acceptance is that it actually gives you *better whipping*.

But in today's raw materials market, you get an important plus-benefit. Costs for this part of your manufacturing process are cut sharply when you start using GPI G-400.

With all the quality advantages which this better whipping agent offers you, why carry the burden of spiralling cost? Just call us in to discuss how easily you can put GPI G-400 to work in *your* plant—and just what dividends you'll get in better whipping, more product uniformity, and reduced costs.

- **2 specific types to give optimum results in either horizontal or vertical beater**
- **Maximum whip volume—increased stability**
- **Greatly improved "stand-up" characteristics**
- **Lower cost—*much* less than egg albumin**
- **Whips faster—retains chocolate and cocoa color in fudge and chocolate centers—high amino acid content**

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Gunther Products, Inc.

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Better Coloring with BETTER COLORS



Parakeet

TRADE MARK

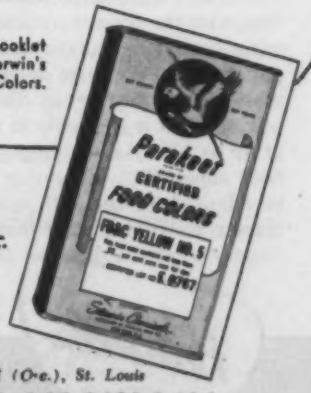
BRAND OF

CERTIFIED FOOD COLORS

Your finished product deserves the finest. Secure maximum sales and eye appeal by using Sterwin's Parakeet Certified Food Colors.

These pure food colors are manufactured by Sterling's Hilton-Davis Chemical Co., leaders in the color field for 25 years. Their experience and know-how guarantee the production of top quality certified food colors.

WRITE TODAY for new booklet giving information on Sterwin's complete line of Food Colors.



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WORLD'S LARGEST SUPPLIERS OF VANILLIN

Hansella

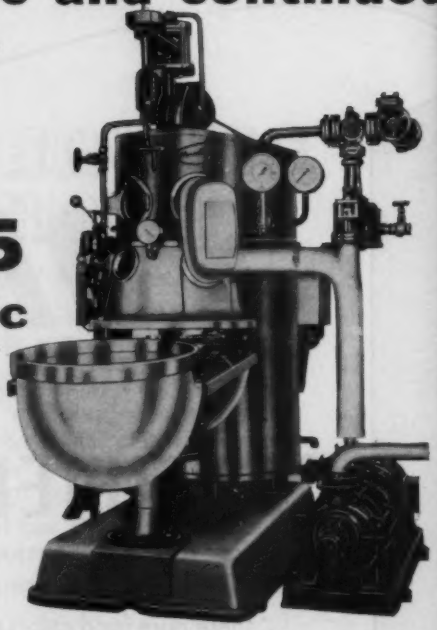
PRESENTS:

AUTOMATION in COOKING

with the 126 automatic and continuous dissolver



plus the 145 automatic ROBOT cooker



This Hansella dissolver-cooker combination is so automatic in its performance, a single operator can supervise the entire cooking plant!

The 126 AUTOMATIC AND CONTINUOUS DISSOLVER is the only dissolver made that proportions a formula's ingredients, dissolves and preheats them, then adds the correct amount of cornsyrup or invert sugar — all done automatically and continuously! A patented and exclusive design feature protects automatically against syrup discoloration. As for output, the 126 is available in models with capacities of up to 3000 lbs. of syrup per hour (when using a 60% sugar/40% cornsyrup ratio). All models can be adapted for use with appropriate types of continuous cookers of other manufacturers.

The 145 AUTOMATIC ROBOT COOKER produces batches that are always light in color, low in inversion, and uniform in both quality and quantity. The ROBOT is adaptable to many candy formulas because it is the first cooker that combines continuous, automatic cooking under atmospheric pressure with subsequent vacuum treatment, permitting the operator to make wide variations in the percentage of cornsyrup that is added.

Once the controls are set, the operation of the ROBOT is completely automatic. It has an output capacity of 800 to 2000 lbs. per hour.

Write for additional information and prices.

Hansella

HANSELLA MACHINERY CORPORATION (N. J.)

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CTIONE

Cracker Jack has converted its line entirely to a dime. The full story is in this issue.

Ed Marshall, who went to **Hollywood Candy Company** as sales manager a couple of years ago, from the drug field, has joined **Candymasters** as sales manager.

King Cole Candy Company of Chicago has been bought by the **George Ziegler Company** of Milwaukee. King Cole products will be made in the Ziegler plant, with some machinery moved from King Cole.

L.S. Heath, founder of **L.S. Heath & Sons** of Robinson, Illinois, died recently. He started the firm as a dairy, and entered the candy bar business in 1932.

Raymond W. Ziegler has been named president of the **George Ziegler Company.** His father, and president since 1936, **J. Edmond Ziegler,** is board chairman.

John M. Whittaker is the new president of **NECCO. Philip M. Clark,** president since 1948, becomes chairman of the board.

John G. Rote is the new president of **Schrafft's. W.V. Wallburg** moves up to board chairman. **W.O. Wallburg** was elected vice-president.

A. Burt Craft has been appointed plant manager of the **Rochester plant** of **Beech-Nut Packing Company.** He succeeds **Sherman Morse Jr.** who was appointed vice-president of food production.

Bert J. Redding, twenty five years with **Williamson Candy Company,** has been elected corporate secretary.

"Pencil Pops" are the newest advertising gimmick. They are made on a Racine plunger machine, putting a cardboard sleeve into candy. A pencil goes into the sleeve.

Whitman's has introduced a line of bagged hard candy, to be distributed through their regular distributors, primarily drug stores.

E.J. Brach is using a Pirate theme for their spring promotions.

March W. Hall has been named chief accountant at **Fred Sanders Company** of Detroit. He succeeds **Herbert J. Curtis,** who retired. **Miss Emma Dinger,** assistant merchandising manager, has also retired from the firm.

Published monthly by **The Manufacturing Confectioner Publishing Company.** Executive offices: 418 No. Austin Blvd., Oak Park, Illinois. Telephone VIllage 8-6310. Eastern Offices: 80 Wall Street, New York City 5, N.Y. Telephone Bowling Green 9-8976. Publication Offices: 1309 N. Main Street, Pontiac, Illinois. Copyright, 1955, Prudence W. Allured. All rights reserved. Entered as second class matter at Indianapolis, Ind., application for re-entry at Pontiac, Illinois, pending. Application for change of frequency and change of name pending.

The Chicago Production Club meets on April 30th, for dinner and a tour of NBC color television studios. For members and guests.

Hugh Ward, Bishop & Co., is the conference chairman for the **1957 Western Candy Conference** in Los Angeles.

Edward A. Terry has been named vice-president in charge of production, and **John P. Joyce** vice-president in charge of sales, at **Wallace and Company. Matthew J. D'Agostino** has been named plant superintendent.

Mike Siegel, of **Felton Chemical Company,** has been named president of the **Flavoring Extract Manufacturers' Association of California.**

Blanke-Baer Extract & Preserving Company marks its fiftieth anniversary.

Dodge & Olcott have published a Reference Book and Catalog of Flavors and Seasonings, giving details and information on the use of flavors in all types of products.

The American Council of Independent Laboratories has published its annual directory, the best source of information on the facilities and specialties of this type of firm. Copies are available from the Association at 4302 East - West Highway, Washington 14, D.C.

Cornell Paperboard Products Co., Milwaukee, has purchased **Superior Paper Products Co.** of Marion, Indiana.

Thomas A. Bruce has been named assistant bulk sales manager of **Corn Products Refining Co.**

Clinton Foods, Inc. has started construction of a $750,000 research laboratory at Clinton, Iowa.

Herbert W. Brown has been named service manager of **J.W. Greer Co.**

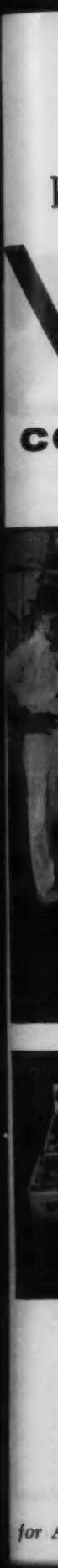
Caesar A. Mascherin, after consulting with his principals, **Carle & Montanari** of Italy, has announced the opening of that firm's new offices at 95 Temple Avenue, Hackensack, N.J.

Dr. Thomas L. Gresham has been named vice-president in charge of research and development at **A.E. Staley Mfg. Co.**

E. Paul Orsay has been named sales manager for the flavor division of **van Ameringen-Haebler, Inc.**

William T. Haebler, director and vice-president of **van Ameringen Haebler, Inc.,** died recently. **Mrs. Haebler** has been elected a director of the firm.

Ungerer and Company, Inc. has been named distributor for **Exchange Brand California Orange & Lemon Oils,** in addition to former distributors **Fritzsche Bros.** and **Dodge & Olcott.**



"We cut operating costs as much as 50%...
produce better, longer lasting gums and jells...with

VOTATOR®

CONTINUOUS PROCESSING APPARATUS"





Processing rate with this installation at George Weston Ltd., Brantford, Ontario, can be varied from 1200 to 4500 pounds per hour.

Famous Weston's candies are now produced continuously, in a closed system, with VOTATOR® Processing Apparatus. By replacing batch methods, Weston reports remarkable savings in labor costs, and in steam for cooking and heating in drying rooms. Loss of flavors and colors from evaporation has been eliminated. Thus, operating costs have been reduced as much as 50% on some lines!

At the same time, efficient VOTATOR Processing Apparatus improves quality and sales appeal of product. Precise, automatic control maintains uniformity. Gums can be made very tender for special packing, or made firm for bulk handling. They are clearer . . . have greater shelf life . . . colors are more brilliant. Gums develop no crusting, improving ease of sugar coating.

Investigate VOTATOR Continuous Processing Apparatus for cooking, cooling, or other processing of *your* confectionery products. Write The Girdler Company, Votator Division, 224 East Broadway, Louisville 1, Kentucky.

USE EFFICIENT VOTATOR CONTINUOUS PROCESSING APPARATUS FOR

Starch Jellies — Gum Drops
Marshmallow — Fondants
Chocolate Tempering

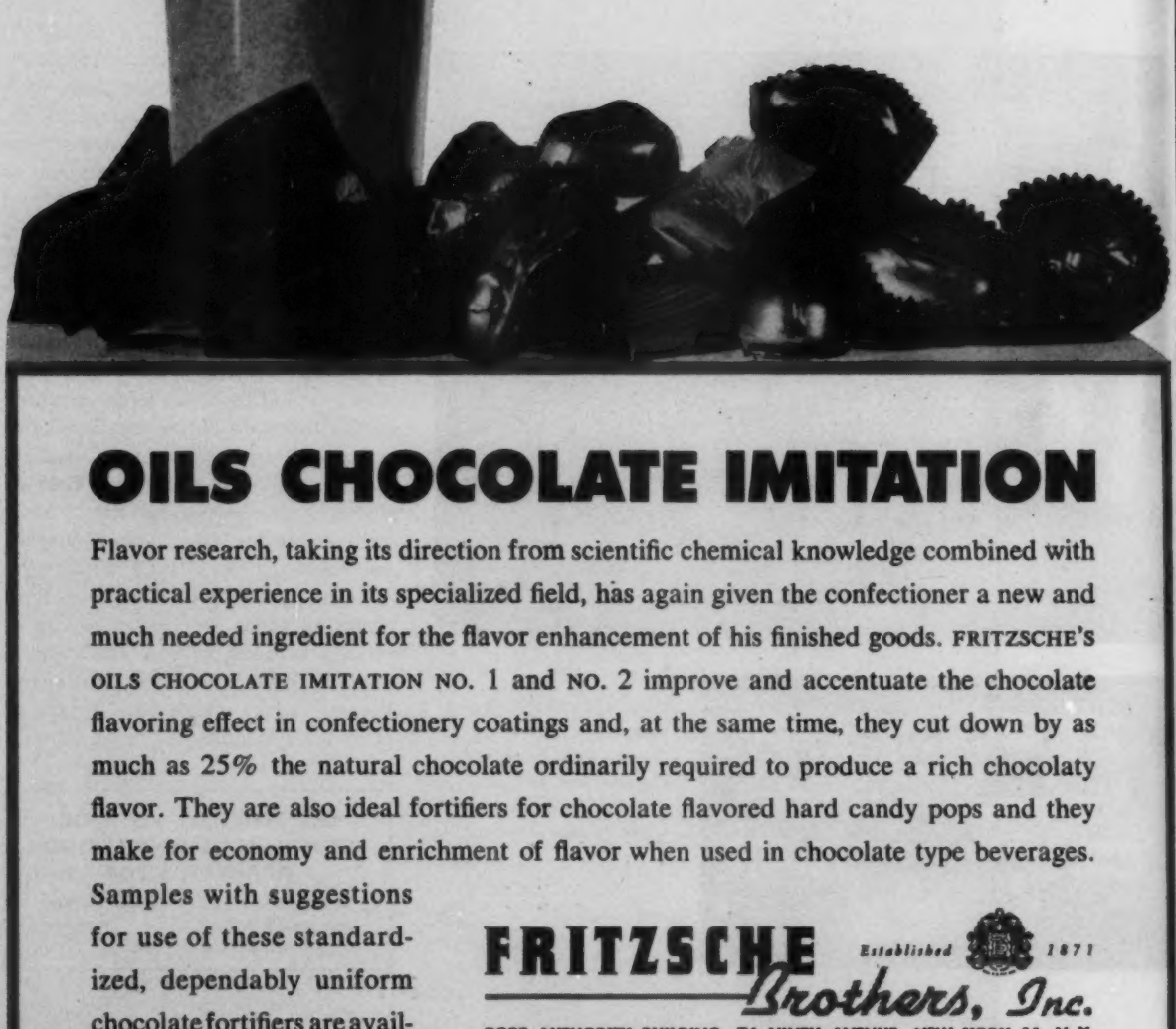
®VOTATOR—Trade-Mark Reg. U. S. Pat. Off.

the GIRDLER Company

A DIVISION OF NATIONAL CYLINDER GAS COMPANY
LOUISVILLE 1, KENTUCKY

VOTATOR DIVISION: New York, Atlanta, Chicago, San Francisco

CHOCOLATE FORTIFIERS



OILS CHOCOLATE IMITATION

Flavor research, taking its direction from scientific chemical knowledge combined with practical experience in its specialized field, has again given the confectioner a new and much needed ingredient for the flavor enhancement of his finished goods. FRITZSCHE'S OILS CHOCOLATE IMITATION NO. 1 and NO. 2 improve and accentuate the chocolate flavoring effect in confectionery coatings and, at the same time, they cut down by as much as 25% the natural chocolate ordinarily required to produce a rich chocolaty flavor. They are also ideal fortifiers for chocolate flavored hard candy pops and they make for economy and enrichment of flavor when used in chocolate type beverages.

Samples with suggestions for use of these standardized, dependably uniform chocolate fortifiers are available upon request. Please address us on your letterhead.

FRITZSCHE Established 1871 **Brothers, Inc.**

PORT AUTHORITY BUILDING, 76 NINTH AVENUE, NEW YORK 11, N. Y.

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The Manufacturing Confectioner
with INTERNATIONAL CONFECTIONER
Vol. XXXVI No. 4
APRIL 1956
Edited and Published in Chicago
The Candy Manufacturing Center of the World

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COVER: The new foil package for Cracker Jack is a striking contrast with the old. It signals the change from a nickel item to a dime.

Founder—Earl R. Allured Publisher—P. W. Allured
Editor—Stanley E. Allured Consulting Editor—Thomas F. Sullivan
Technical Editor—Wesley Childs English Representative—M. G. Reade
Eastern Manager—James W. Allured Sales Manager—Allen R. Allured
Circulation Director—M. Seelman

Publication Office	Eastern Office	London, England
418 N. Austin Blvd.	80 Wall Street	Prospect House
Oak Park, Illinois	New York 5, N. Y.	Heath Street N.W.3
Village 8-6310-11	Bowling Green 9-8976	

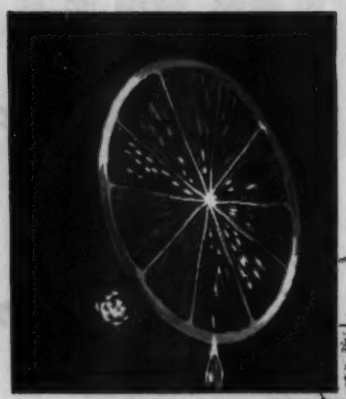
Published monthly by The Manufacturing Confectioner Publishing Company, publishers of The Manufacturing Confectioner with International Confectioner—The Candy Buyer's Directory. Executive offices: 418 No. Austin Blvd., Oak Park, Illinois. Telephone Village 8-6310. Eastern offices: 80 Wall Street, New York City 5, N. Y. Telephone Bowling Green 9-8976. Publication Offices: 1309 N. Main St., Pontiac, Illinois. Subscription price: One year, $3.00. Two years, $5.00. Per copy, 50¢. In ordering change of address, give both old and new address. Entered as second class matter at Pontiac, Illinois. Member: National Confectioner's Assn., Western Confectionery Salesmen's Assn., National Candy Wholesaler's Assn., Flavoring Extract Mfgs. Assn., Audit Bureau of Circulation, Associated Business Publications. Foreign subscriptions: One year, 5.00. Two years, $7.50. Canadian Subscriptions: Same as U. S.

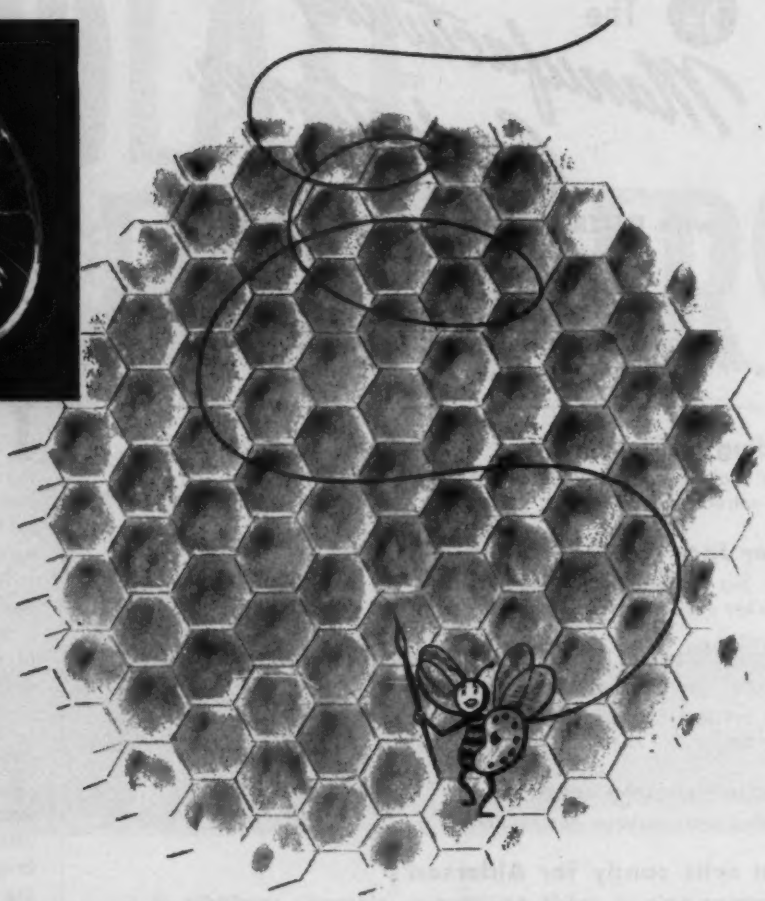
The Sweet and The Sour

It was very pleasant news to hear that Tate & Lyle, Ltd., of England, has become a member of The Sugar Research Foundation, Inc. This firm, the largest sugar company in Britain, is the first European member of this group.

Late last fall Dr. Hass, president of the association, made a strong defense of the free market system, and the part that research can play in it, before a group in England. This speech, outlined the American view of the world sugar surplus. It pointed out that the hope for alleviation of this surplus was far brighter in the direction of expanding the use of sugar, than in the direction of curtailing its production, as practiced through a world marketing agreement allocating production. The clincher in this argument was a description of some of the research that has been done, and is being continued, by the Foundation. It seems quite probable that Dr. Hass not only was convincing as to his comments on the value of research but as a by-product, sold an association membership to Tate & Lyle.

The Sugar Association itself is an outstanding example of the highest type of typically American cooperative effort. It has largely forsaken the easy way out of its industry's troubles, unfortunately too common, of running to the government for various types of assistance and protection. Instead it has stood firm in the belief that the right and permanent way to industry growth is through voluntary industry cooperative effort and research. It reflects great credit on the members of the association, and particularly on Dr. Hass himself, that this program of





THERE'S *design* IN FLAVOR!

ALVA quality controlled flavors are designed not only for the finest in flavor . . . they are technically planned in the ALVA laboratories to be fool-proof and practical throughout the manufacturer's processes and the shelf-life of your candy.

ALVA quality controlled flavors are designed right to taste best.

Alva FLAVORS

VAN AMERINGEN-HAEBLER, INC.

521 WEST 57th STREET, NEW YORK 19, N. Y.



Why Flo-Sweet precooking gives you better candies at lower cost

"When you sell quality candies," your Flo-Sweet Engineer points out, "you have to deliver top value. That means flavor, texture, body . . . the right combination of rich ingredients your customers expect.

"Yet you have to keep your own costs down. That's where Flo-Sweet comes in. By *precooking* with the help of our newly designed heating units, Flo-Sweet enables candy makers to cut cooking time, as much as 45%. Or, production can be increased that much to handle peak seasonal demands.

"And you get this money-saving advantage at no sacrifice in quality. In fact, Flo-Sweet purity now exceeds that of even the finest granulated."

Why not consult your Flo-Sweet Engineer . . . see how you can maintain top candy quality, yet effect substantial savings.

REFINED SYRUPS & SUGARS, Inc.

YONKERS, NEW YORK

FLO-SWEET

FIRST IN LIQUID SUGAR

SERVING INDUSTRIAL SUGAR USERS EXCLUSIVELY

FROM YONKERS — PITTSBURGH — TOLEDO — DETROIT



Pay Day Bonus

Remember the neighborhood grocer . . . how he rewarded the kids with a bag of candy when Dad paid his bill?

Now, with super markets and modern, streamlined merchandising, this friendly practice has gone the way of the cracker barrel and the pot-bellied stove. But, Clinton still gives a bonus — the quality that comes from nearly half a century of concentrated experience in the careful manufacture of corn syrups, starches and dextrose developed especially for candy manufacturers.

From gum drops to lemon lozenges and from jelly beans to bon bons, Clinton products from corn will give your products "bonus" quality that will reward you, too.

. . . *and remember* technical service in connection with your specific problems is available upon request



Quality products

FROM THE WORLD'S CORN CENTER

CLINTON

CLINTON FOODS INC.
Corn Processing Division
CLINTON, IOWA

self-help has been maintained for many years, though that type of work often is discouraging and usually takes years to produce concrete accomplishments.

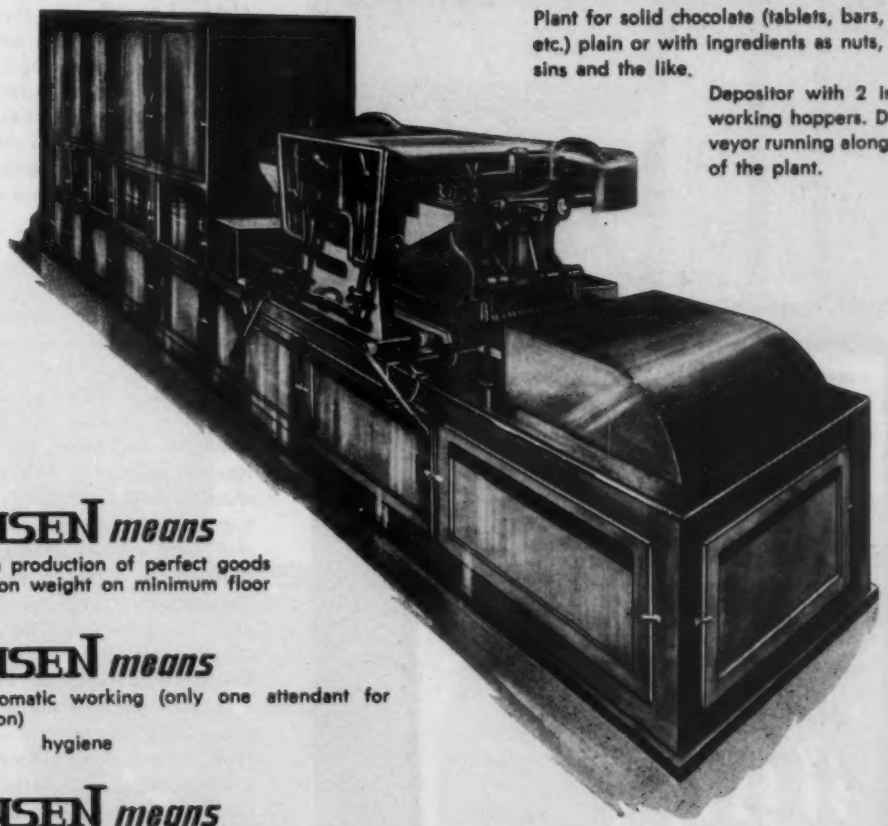
The fact that Dr. Hass could report outstanding accomplishments in research to his audience in Britain late last year undoubtedly gave weight to his entire argument. In fact, the association has been singularly successful in its research and promotion efforts in recent years. Its efforts to have sugar given its rightful place in the diet has received world-wide recognition, and the results are clearly discernable here. Another effort that is considered of great importance to the association but which does not receive much publicity is its continuing effort to add to the knowledge about tooth decay, particularly the place sugar takes in it. No startling results are recorded in this direction, but professional societies have acknowledged the industry's contribution to the fund of knowledge.

The really startling results have been in the direction of non-food uses of sugar. The greatest of these is the development of a sugar based detergent. If the success of this product is as great as seems probable from present information, it will sop up a great portion of the world's surplus of sugar. Other outstanding developments credited to the association's research are a method of using molasses as cattle feed, and sugar based surface finishes.

American Industry can be proud of The Sugar Association. May it prosper in the years to come.

An interesting analysis of the cocoa bean situation appeared a few weeks ago in the Financial Times of London. This analysis follows the familiar and obvious theory that the great price rise of 1954 was caused by an excess of demand over supply, aggravated by a particularly poor production year. However, it notes that supply has been behind demand for a number of years, and the crisis of 1954 was obviously "in the cards" whenever crops did not reach a maximum level. The very great reactions to these high prices resulted in

Fully automatic
CHOCOLATE MOULDING PLANTS
JENSEN



Plant for solid chocolate (tablets, bars, fancy shapes etc.) plain or with ingredients as nuts, almonds, raisins and the like.

Depositor with 2 independently working hoppers. Discharge conveyor running along the rear side of the plant.

JENSEN *means*
maximum production of perfect goods at precision weight on minimum floor space

JENSEN *means*
fully automatic working (only one attendant for supervision)
economy hygiene

JENSEN *means*
unsurpassed versatility:
adjustment **during operation**
of weight, length and point of deposits and number of depositing rows per mould (1-2-3-4-6 rows).
The doublehopper depositor can deposit into 2 half mould series—alternately inserted in the circuit—for articles with different length.
Automatic interruption of depositing action (i. e. each mould completed from one hopper regardless of number of depositing rows).
With several depositors a corresponding number of different articles are run **automatically** in one circuit (f. inst. with 3 depositors, 6 different articles).

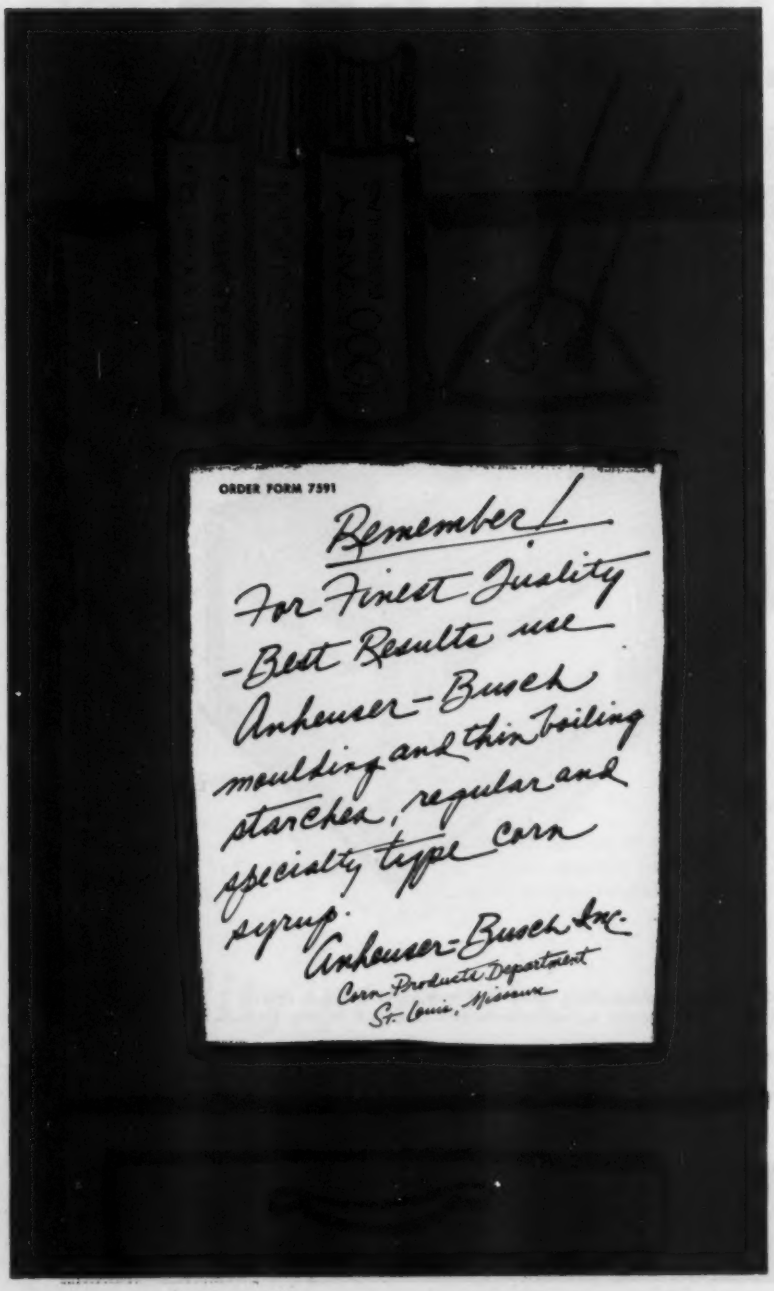
MIKROVÆRK A/S
32-38 SYDMARKEN SØBORG
(COPENHAGEN) DENMARK
TELEGRAM
MIKROFACT - SØBORG

sharp curtailment of demand, particularly in the United States, which resulted in a rather sharp fall in prices. This temporary easing of demand produced an equally temporary reduction in prices. However, this analysis continues, as soon as demand reflects the reduced price it will again exceed supply and a renewal of the wild price rise can be expected. Supply is just a few percentage points below normal due to natural causes. It is this chain of events; the shortage of supply, the very steep price rise, the reaction in lesser demand, and then the sharp break in cocoa prices that causes the Financial Times to make the following statement: "The basic paradox remains that cocoa consumption and prices have been lowered because cocoa is a commodity fundamentally in shortage."

There can hardly be any disagreement with this basic point. While we have had a few months of very attractive cocoa prices, and, at the present, very comfortable stocks of cocoa beans in our warehouses, it seems quite obvious that any real increase in demand will put the price of this raw material right back up to the thirties and forties if not higher.

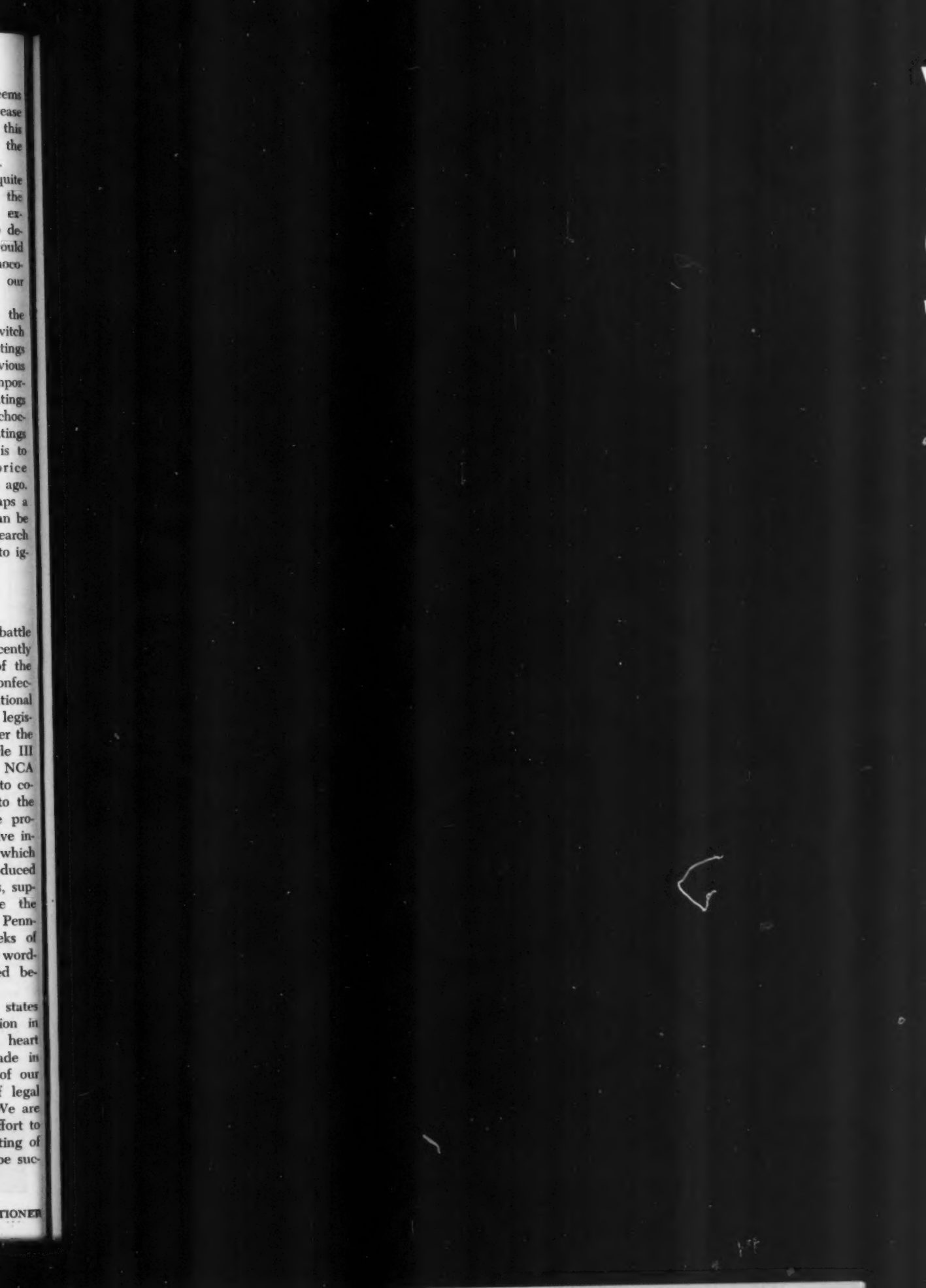
It would seem then to be quite short-sighted to let drop all of the time and effort that has been expended in the past two years to develop a compound coating that would combine the best qualities of chocolate with the price stability of our domestic oils.

While it is true that by far the most important reason for the switch from chocolate to compound coatings was price, it soon became obvious that there were other quite important characteristics of these coatings in which they were superior to chocolate. Research on these coatings must continue if this industry is to be prepared for another price squeeze such as came two years ago. And over the longer run, perhaps a coating superior on all counts can be developed. This is an area of research that this industry cannot afford to ignore.



An important legislative battle was won in Pennsylvania recently through the combined efforts of the Pennsylvania Manufacturing Confectioners' Association and the National Confectioners' Association. The legislative committee of PMCA, under the chairmanship of Philip Wunderle III together with members of the NCA staff, held a series of meetings to coordinate the active opposition to the discriminatory language in the proposed sales tax law. The effective industry cooperative effort, for which Pennsylvania is well known, produced a united front of manufacturers, suppliers and distributors before the committees and members of the Pennsylvania legislature. After weeks of contact work, the discriminatory wording of this bill was eliminated before its passage.

We hope that some other states with this type of discrimination in their sales tax laws will take heart from the successful effort made in Pennsylvania and can rid all of our 48 state laws of this type of legal discrimination against candy. We are particularly hopeful that the effort to be made during the next meeting of the California legislature will be successful.



Helping you add

Appetite Appeal

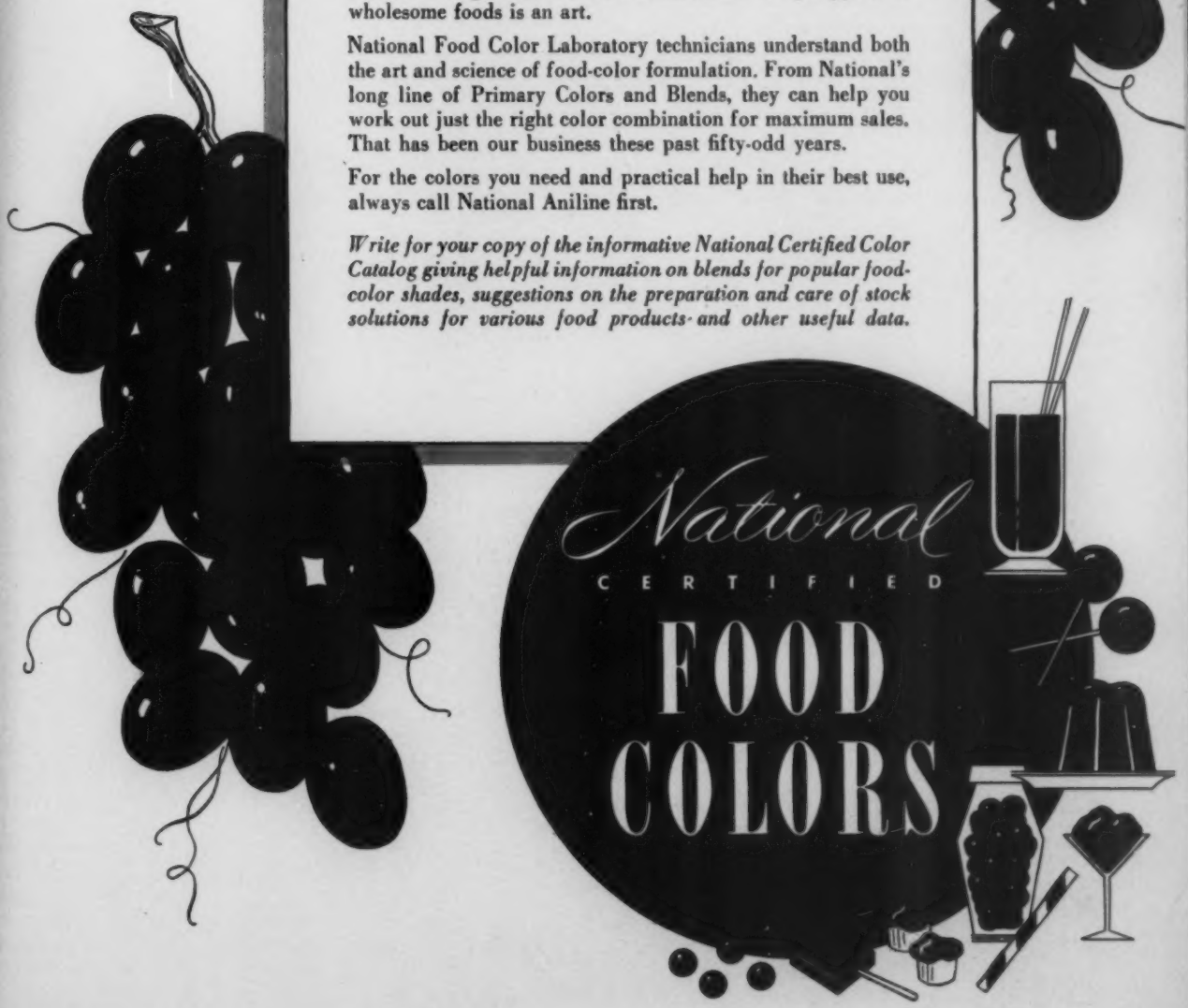
at the point-of-sale

Making pure, uniform Certified Food Colors is an exacting science. Using them to create a maximum of eye-appeal in wholesome foods is an art.

National Food Color Laboratory technicians understand both the art and science of food-color formulation. From National's long line of Primary Colors and Blends, they can help you work out just the right color combination for maximum sales. That has been our business these past fifty-odd years.

For the colors you need and practical help in their best use, always call National Aniline first.

Write for your copy of the informative National Certified Color Catalog giving helpful information on blends for popular food-color shades, suggestions on the preparation and care of stock solutions for various food products and other useful data.

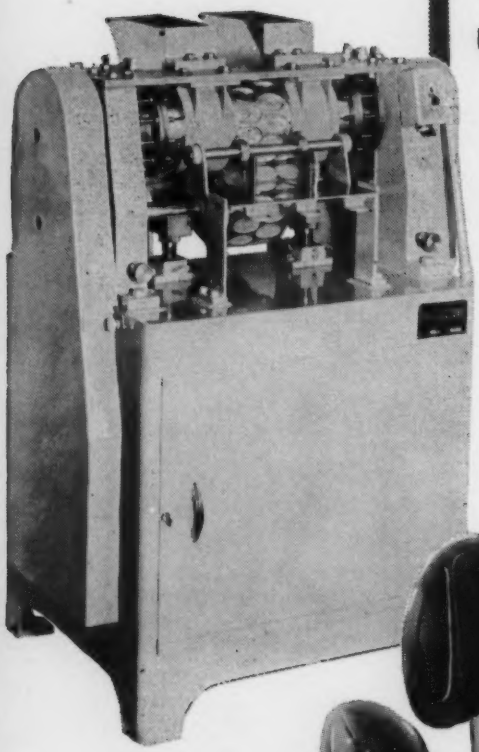


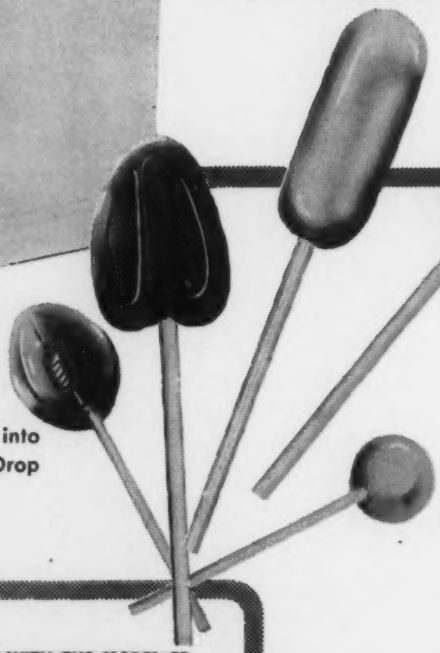
CERTIFIED COLOR DIVISION

Racine Model EP Sucker Machine

PRODUCES 300-800 SUCKERS A MINUTE

makes high quality suckers that look big but weigh the minimum





Also can be converted into a Continuous Cutter or Drop Roll Machine

One operator, even without experience, can give you this high-speed sucker production with the Model EP. It's so easy — the operator only has to supervise the feeding . . . the forming of the pops and insertion of wood or paper sticks is completely automatic. And, the pop produced is perfect — as thin as ¼" with maximum size and minimum weight. Continuous, automatic plunger action assures perfect centering of sticks. Check the other money-saving features of the Model EP . . . then mail the coupon or write for the complete details.

GET THESE ADVANTAGES WITH THE MODEL EP

- *Water cooled for high production — 300 to 800 suckers a minute.*
- *Use wood or paper sticks without extra attachments*
- *Easy to change rolls*
- *Perfect insertion and centering of sticks*
- *Variable speed controls and electric motor*



Typical "Maximum Production" system showing the Model EP with 3-way Cooling Conveyor.

Backed by RACINE ENGINEERING . . . *More Than 50 Years Experience in Sucker Machines*

VACUUM V R **RACINE**

CANDY MACHINERY CO. **CONFECTIONERS' MACHINERY CO.**

15 PARK ROW, NEW YORK 38, N. Y.

Western Office and Factory: Racine, Wis. • Eastern Factory: Harrison, N. J.

Please send me full details on how we can make 300 to 800 suckers a minute with the Model EP.

Name_____

Company_____

Address_____

City_____ Zone____ State_____

There's something different about

Dreyer

They call us old hands at this business. A good many years of "depending on Dreyer" have built our background of helping you.

We have never grown old, however. Here at Dreyer, we *think* young.

Today there's new drive at Dreyer. We are a vigorous, modern organization with young, look-forward ideas. Up-to-date thinking here . . . thinking ahead . . . is pulling double harness with experience. The team's working hard and well.

So depend on Dreyer more than ever.
We can help you and save you money.

ESSENTIAL OILS • AROMATIC CHEMICALS
PERFUME COMPOUNDS • FLAVORS

Get the essential quality you require from



P. R. Dreyer Inc.
Serving You Since 1920

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520 N. Michigan Avenue, Chicago 11, Ill.
Complete stocks carried in Chicago

Dreyer

DREYER



Make better gum candies with high-conversion corn syrups

The new way to produce better gums and jellies is with high-conversion corn syrups such as Rex and some Globe Corn Syrups. Shelf-life is increased, texture is improved and production made easier. All the facts on these improvements were reported by a U. S. Government agency and published in the trade press.

Gums cook faster and deposit with less stringing, and they have "shorter," more tender texture. Tending toward greater moisture retention, Rex and high-conversion Globe retard moisture losses, thus extending the shelf-life of finished gums. Easier pumping and pouring result from the low viscosity of the syrups.

ASK THE MAN FROM CORN PRODUCTS, he has the facts on the use of high-conversion corn syrups for better gum candy manufacture.

1906 • **50th ANNIVERSARY** • 1956
CORN PRODUCTS REFINING COMPANY
17 Battery Place, New York 4, N. Y.

REX® and GLOBE® corn syrups

Corn Products makes these famous products for the confectionery industry:
GLOBE and REX CORN SYRUPS · BUFFALO and HUDSON RIVER STARCHES and CERELOSE BRAND DEXTROSE SUGAR

Taste Panel Scores Marshmallows containing SORBITOL 6 TIMES BETTER than ordinary marshmallows after 15 weeks



In fact, plain cast marshmallows containing sorbitol scored higher than ordinary marshmallows at every testing period! And penetrometer tests prove that sorbitol-made marshmallow is generally 30% softer even after 15 weeks! Sorbitol modifies the crystal structure of mixed sugar systems . . . keeping marshmallows soft and tasty longer.

KITCHEN-TESTED SORBITOL RECIPE FOR PLAIN CAST MARSHMALLOWS

Gelatin (225 bloom)	1 lb. 12 oz.
SORBO®—sorbitol solution	14 lbs.
Corn Syrup	21 lbs. 8 oz.
Granulated sugar	41 lbs. 8 oz.
Water (1)	7 lbs.
Water (2)	14 lbs. 8 oz.

Mix gelatin with 7 lbs. of water and set aside. Place remaining 14½ lbs. of water in a kettle, add sugar, mixing and heating, but do not boil. Turn off heat and add Sorbo and soaked gelatin. Mix until gelatin is completely dissolved. Beat until white.

PRODUCTION ADVANTAGES

Sorbitol permits advance production and storage of marshmallows without sacrifice of quality . . . helping to meet seasonal demands and leveling off production. Sorbitol's narrow humectant range enables confectioners to hold Friday's production of cast marshmallows in starch molds over the weekend without loss of quality.

Sorbitol is mildly sweet and blends well with other ingredients. For better-tasting, better-selling marshmallows—try sorbitol. For samples, technical data, and formulation assistance, write or call Atlas today. Tell your Atlas salesman you'd also like to see the new Atlas color movie "Practical Small Scale Making and Testing of Candy."

Get a Bigger Bite of Candy Sales with Best Foods Oils

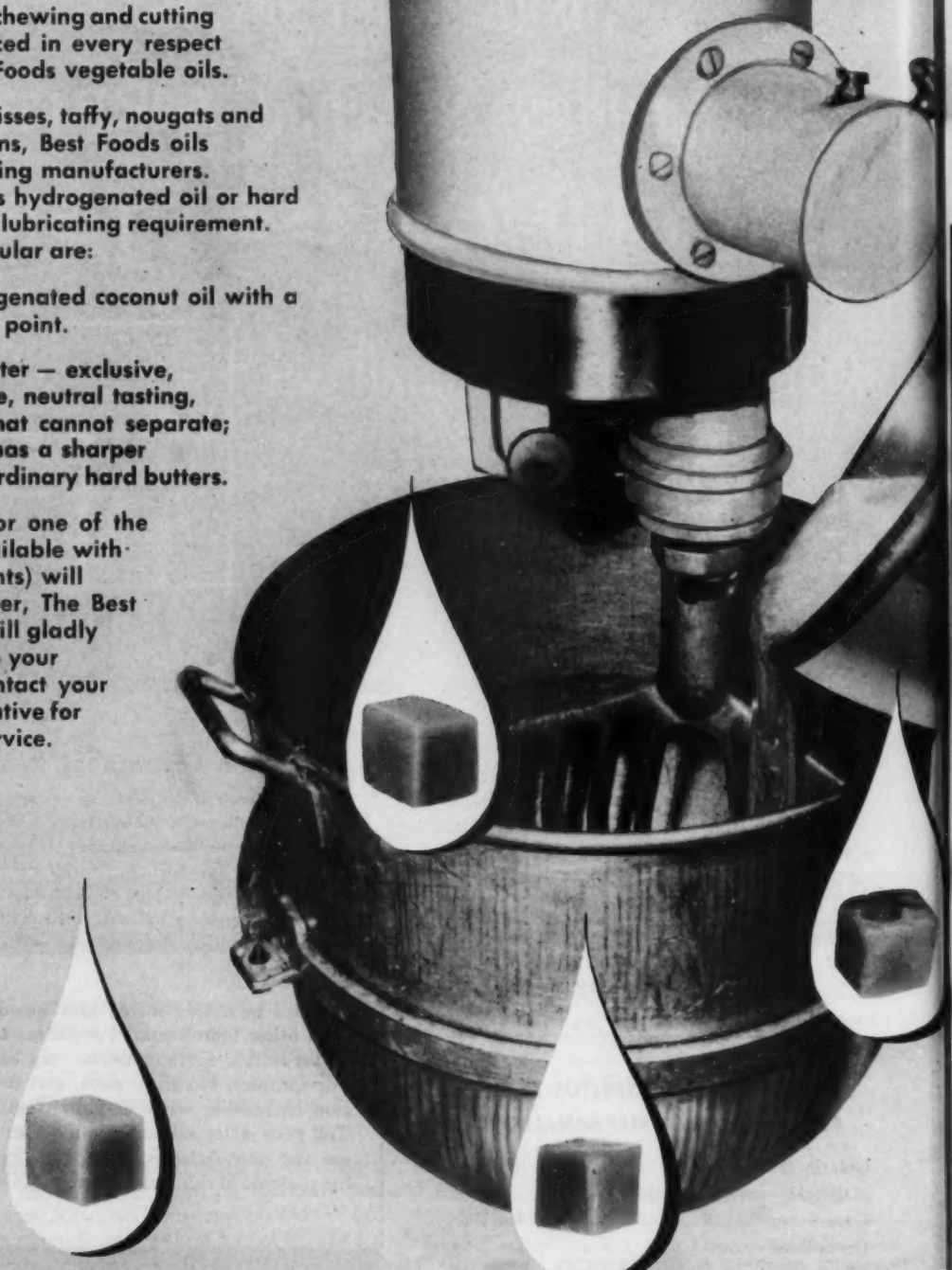
The all important chewing and cutting qualities are enhanced in every respect when you use Best Foods vegetable oils.

In caramels and kisses, taffy, nougats and other such confections, Best Foods oils are favored by leading manufacturers. There is a Best Foods hydrogenated oil or hard butter to meet every lubricating requirement. Two of the most popular are:

FILBISK — a hydrogenated coconut oil with a 110-degree melting point.

S-70-XX Hard Butter — exclusive, patented, pure white, neutral tasting, homogeneous oils that cannot separate; uniform in quality, has a sharper melting point than ordinary hard butters.

Whether FILBISK or one of the S-70-XX butters (available with varying melting points) will suit your needs better, The Best Foods laboratories will gladly help you use them to your best advantage. Contact your Best Foods representative for fast, dependable service.



BF — THE MARK OF ONLY ONE BEST FOODS STANDARD OF QUALITY

YOU DO BETTER WITH BEST FOODS

THE BEST FOODS INC.

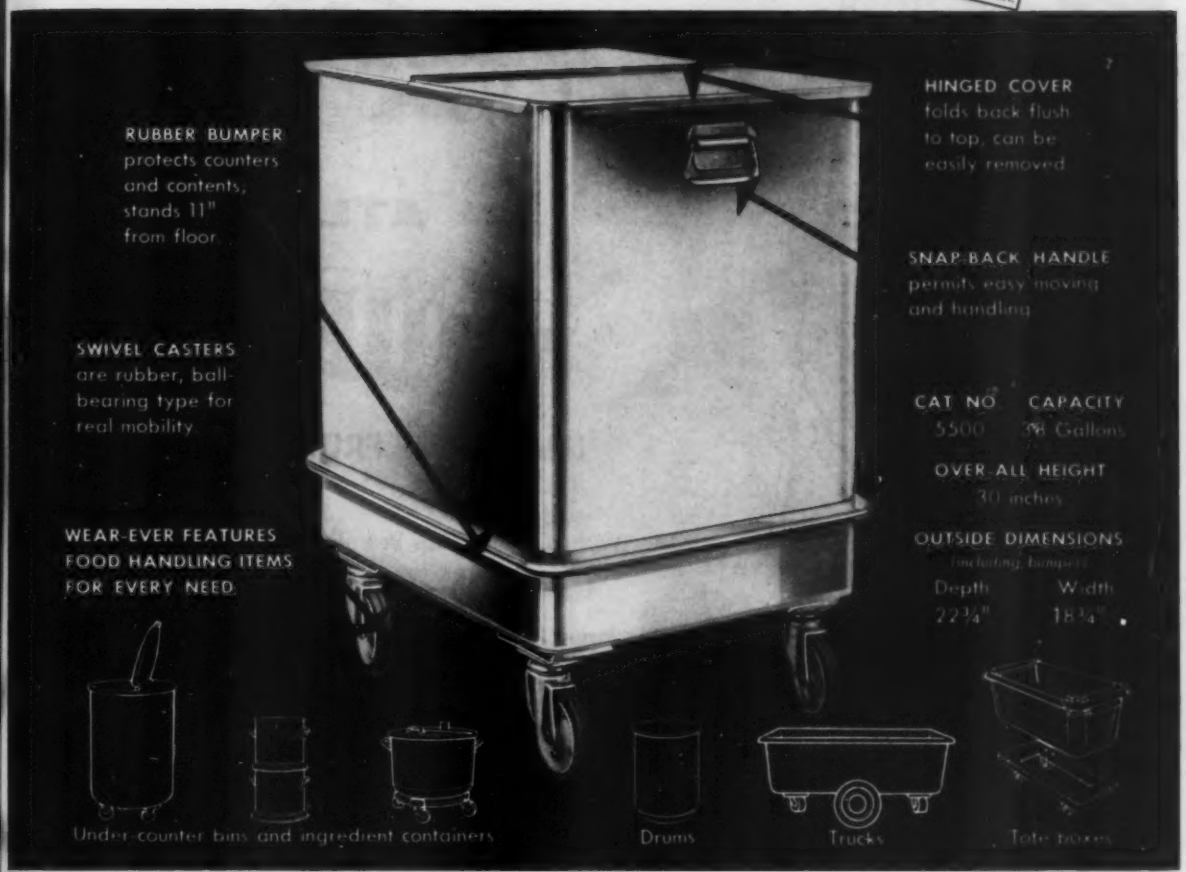
NEW YORK • CHICAGO • SAN FRANCISCO • DALLAS

... now ... 33-1/3% more capacity ...

in this new rectangular, mobile under-counter type

BIN
by WEAR·EVER

WEAR-EVER ALUMINUM TRADE MARK REG. U.S. PAT. OFF.



We've "squared away" the conventional round container, to give you ⅛ *more* carrying and storing capacity, *in comparable over-all size.* Think what this can mean to you in faster handling, fewer refills, greater utility.

Quality's the same, of course, as in all Wear-Ever Aluminum food handling items. Extra hard-wrought dent and scratch resistant alloy. Seamless construction. Smoothly rounded, easy-to-clean inside corners. Sanitary flared rim.

Naturally, we've designed this new container for a perfect fit under your standard cook's and baker's work tables —same as the round type.

Like to see a sample? Pick up the phone and ask your Wear-Ever man to wheel one over. Or send coupon for full details on our complete food handling line.

WEAR·EVER ALUMINUM UTENSILS

THE ALUMINUM COOKING UTENSIL COMPANY, INC.
WEAR-EVER BLDG., NEW KENSINGTON, PENNSYLVANIA

The Aluminum Cooking Utensil Company, Inc.
9904 Wear-Ever Building, New Kensington, Pa.

GENTLEMEN: *I'd like to know more about your new rectangular under-counter bin.*

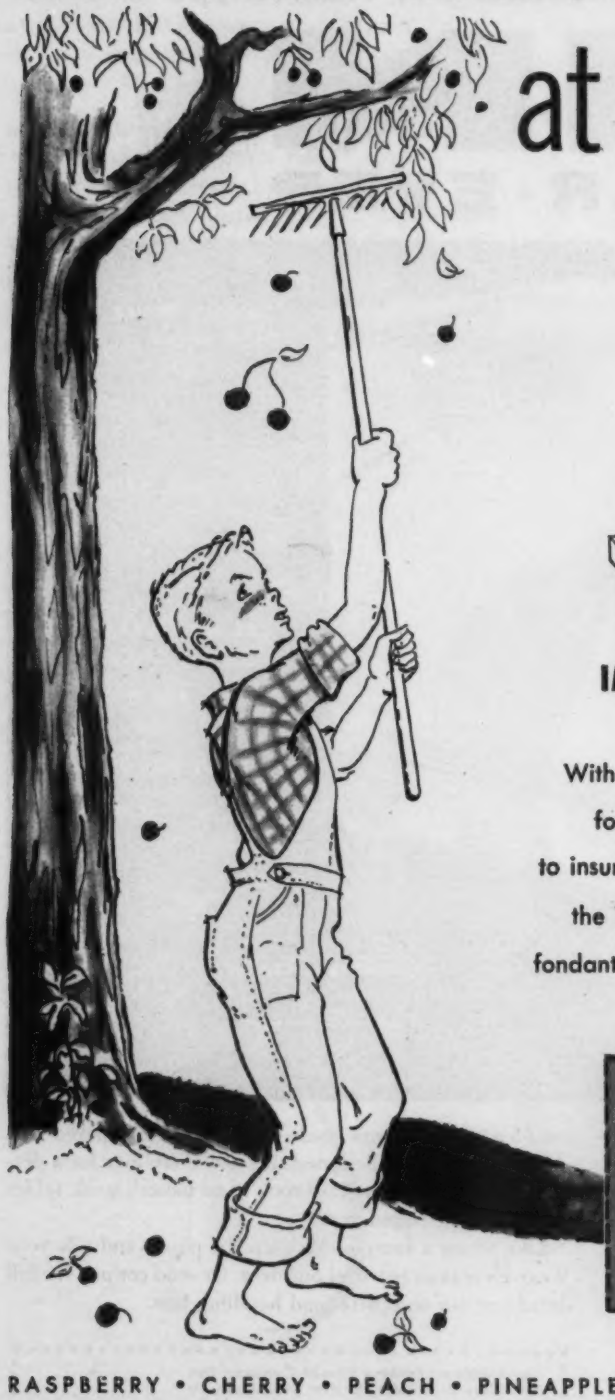
☐ Send me your catalog. ☐ Have your representative see me.

NAME.....

TITLE.....

Fill in, clip to your letterhead, and mail today.

Get real fruit taste... at lowest cost!



H. KOHNSTAMM & CO. INC. H K SPECIALTY · FLAVOR UNITY · PURITY

ATLAS TRUBASE

IMITATION FRUIT FLAVORS

With a major base in true fruit flavors fortified with expertly blended synthetics to insure lasting taste and aroma, the TRUBASE line gives candy, especially fondants and fillers, real fruit taste at lowest cost.

H. KOHNSTAMM & CO. INC., Dept. MC
89 Park Place, New York 7, N.Y.
Please send me information on your TRUBASE Imitation Fruit Flavors.
Name_____
Company_____
Address_____
City_____ Zone____ State_____

RASPBERRY • CHERRY • PEACH • PINEAPPLE • STRAWBERRY • AND OTHER FLAVORS

FIRST PRODUCERS OF CERTIFIED COLORS
H KOHNSTAMM & COMPANY Inc.
ESTABLISHED 1851
89 PARK PLACE, NEW YORK 7 • 11-13 E. ILLINOIS ST., CHICAGO 11 • 2632 E. 54 ST., HUNTINGTON PK., CALIF.
BRANCHES IN OTHER PRINCIPAL CITIES OF THE U.S.A. AND THROUGHOUT THE WORLD

Though extruding machines have been used for many years for some confectionery products, notably chewing gum and licorice, they have not found general acceptance in candy making. This probably is due as much to general unfamiliarity with the process as to any inherent reason that candy cannot be extruded. This article tells something of this type of machine and gives some formulas that are adapted to it. The author has had sixty five years of experience in candy-making, with a great variety of companies.

EXTRUDING CANDY

by James E. Mayhew

The extrusion method of forming and depositing special creams and fudge, as well as coconut and fruit pastes, is a new approach in candy manufacturing. It is a very practical method, too, for similar types of candy have been extruded for many years.

It is probably the most practical approach to automatic production, since it is inherently continuous in operation. For those firms that can make it work on their products, it will eliminate a heavy expense of equipment and labor, and the large amount of supervision entailed in the use of starch molding equipment or slab operation.

With modern temperature and humidity air conditioning equipment, one continuous belt can take material from an extruding machine through the various stages of cooling, drying and cutting, right into either enrobing or packing departments. An almost unlimited variety of candy products can be extruded in various shapes and sizes with great accuracy. The production capacity of an extruder is practically unlimited, though present machines are usually designed within a range of 200-2000 pounds per hour.

There are three types of extrusion machines that have been popular in England since 1900. One is the 4-or-6-cylinder worm extruder that has been in use for lozenges. Another is the 1-cylinder worm gear that is commonly used for licorice products. The third is a 1-cylinder hydraulic press, which is essentially a batch machine. In this machine the pressure must be released and the machine opened for each batch of from 50 to 100 pounds.

An extruder is used almost exclusively on a cold-process candy. It is easily adjusted by changing dies, pressure and cutters to give any range of size and weight per piece.

Extruders were first used for candy making in England, probably because of the great popularity of licorice in that country. Their use, however, has spread far beyond the licorice industry, and because of new attachments and raw materials that have been developed over the years, their potential use in candy making is very broad indeed. A great range of textures and materials can now be put through an extruder.

A formula for cold-process mints

390 pounds of 10x sugar
12 pounds of gum tragacanth solution
15 pounds of gelatine solution
10 pounds of glycerine
4-6 ounces peppermint oil

Method of mixing: Place about 25 pounds of the sugar in the dough mixer, then add all the other solutions and flavor. Start the mixer, let run for a few minutes, then start feeding the balance of the sugar. Be sure it is mixed in evenly so that a smooth firm dough is produced, with body enough to stand without spreading. It is then ready to be fed into the machines, using a peppermint die. Dust the boards lightly with starch before using. A rotary attachment will cut the material as it is conveyed through the machine. The candy may be air dried at a temperature of 100° F.

The gum tragacanth solution is 1 pound of gum tragacanth thoroughly dissolved in 20 pounds of water. The gelatin solution is 1 pound of high (?) bloom gelatin dissolved in 4 pounds of water.

A formula for sour orange tidbits

390 pounds of 10x sugar
20 pounds of gum tragacanth solution
15 pounds of gelatine solution
8 pounds of glycerine
3 ounces of citric acid
orange color and flavor

Method of mixing: The same method is used as noted above.

Another type of candy that is adaptable to the extrusion method of forming may be called drops or wafers. They have a soft, plastic texture and give a very soothing effect. Some formulas for extrusion of this type of candy follow.

Casine Vanilla Flavored Drops

6 lbs. of powdered milk
8 lbs. granulated sugar—mix and add
20 lbs. water
Prepare
60 lbs. brown sugar
12 lbs. granulated sugar
25 lbs. nulomoline or invert sugar
50 lbs. corn syrup
Add to the milk batch and mix to smooth paste, then add
8 lbs. vegetable fat
1 lb. salt
71 lbs. first clear flour
When thoroughly mixed, add
115 lbs. water and cook for
4 hours at 80 lb. steam pressure
Cool for 10 minutes and add
2 lbs. salt
2 lbs. gelatine dissolve in 3 lbs. water
2 lbs. glycerine
1 oz. vanalline crystals
Place in 100 lb. tubs and let stand in warm place for twelve hours. They are then ready for the machine. Place in dry room at 120 degrees for 60 hours.

Milk chocolate casine Drops

6 lbs. powdered milk
8 lbs. granulated sugar—mix and dissolve in
20 lbs. hot water
Prepare
60 lbs. brown sugar
12 lbs. granulated sugar
30 lbs. nulomoline or invert sugar
50 lbs. corn syrup
20 lbs. milk chocolate
Mix well and add to milk batch, then add
4 lbs. vegetable fat
1 lb. salt
70 lbs. First clear flour
Mix thoroughly so there is no lumps and add
115 lbs. of water and
Cook 4 hours 75 lb. steam pressure
Cool for 10 minutes and add
2 lbs. salt
2 lbs. gelatine dissolved in 3 lbs. water
2 lbs. glycerine
1 ounce vanillin crystals
Place in 100 lb tubs and let set in warm room for 12 hours. It is then ready for the machine. When finished place in hot room, 120 degrees, for 60 hours.

Casine Chocolate Flavored Drops

6 lbs. powdered milk
8 lbs. granulated sugar mix and dissolve in
20 lbs. water
Prepare
60 lbs. brown sugar
12 lbs granulated sugar
25 lbs. nulomoline or invert sugar
50 lbs. corn syrup
20 lbs. liquor chocolate
Mix well, then add to milk batch, then add
8 lbs. vegetable fat
1 lb. salt
70 lbs. first clear flour
Mix thoroughly and add
115 lbs. water and cook 4 hours at
75 lb steam pressure
Cool for 10 minutes and add
2 lbs. salt
2 lbs. gelatine dissolved in 3 lbs water
2 lbs. glycerine
2 ounces vanilline crystals
Place in 100 lb tubs for twelve hours, it is then ready for the machines. When finished place in dry room at 120 degree heat.

Plastic Butter Scotch Wafers

80 lbs. brown sugar
40 lbs. granulated sugar
40 lbs. nulomoline or invert sugar
40 lbs. corn syrup
10 lbs. vegetable fat
1 lb. salt
20 lbs. water
Mix well, then add
80 lbs. of first clear flour
Mix thoroughly to a smooth paste and add
110 lbs. water and cook for 4 hours 80 lb. steam pressure
Cool for 10 minutes then add
3 lbs. salt
4 lbs. glycerine
2 lbs. gelatine dissolved in 3 pounds water
4 ounces butter scotch flavor.
When finished place in 100 lb tubs and let stand for 12 hours in a warm room and it is ready for the machine.
Place in dry room at 120 degrees F for 60 hours.



candy packaging

A New Package For Cracker Jack

A Marketing Program

PUBLISHED BY

THE MANUFACTURING CONFECTIONER

APRIL, 1956



It sells on sight . . . *it looks better in Saran Wrap*

Saran Wrap
added protection
TRADEMARK

When extra protection is important, shoppers look for this hallmark.

It's eye appeal that makes the sale! And sales are going to the candies packaged in Saran Wrap*. They look better . . . stay fresher in this packaging that combines appetite appeal with complete protection.

Saran Wrap is satin soft, pliable and completely transparent. It's the plastic film that's tough enough to keep your packages neat and attractive in spite of customer handling. And it keeps candies from bulking up and losing their flavor because it's moisture-proof. Your candies will taste as good as they look in Saran Wrap.

Repeat sales follow impulse sales when you change to Saran Wrap packaging. And you'll clinch impulse sales when you put the Saran Wrap hallmark of protection on your packages. The name Saran Wrap means fresher foods to millions of homemakers. Let Dow packaging service help you†. THE DOW CHEMICAL COMPANY, Midland, Michigan, Plastics Sales Dept. PL606C.

Trademark of The Dow Chemical Company

†Write today for the brochure on packaging with Saran Wrap bags.

you can depend on DOW PLASTICS

DOW

We'll see you at the A.M.A. National

No... we're not being evicted

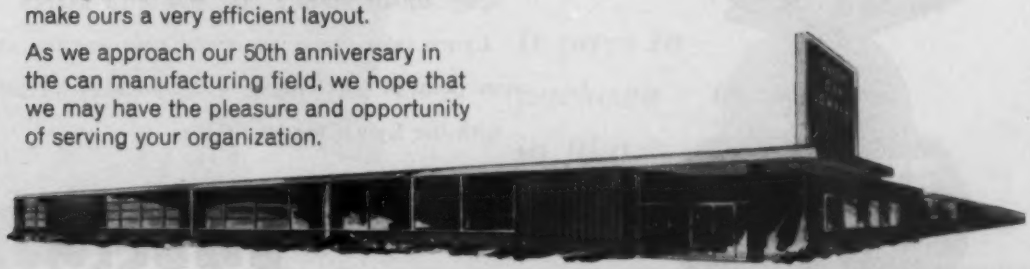


But, because of your increased orders, we ARE forced to move.

Because of its continued growth, the OLIVE CAN COMPANY will move its plant and general offices to 4700 North Oketo, Chicago on or about June 1st, 1956, where we will occupy a new building, built expressly for the manufacturing of the finest of lithographed and plain containers.

Careful consideration was given to the selection of our new location. The fine planning which has gone into plant arrangement and interior treatment will make ours a very efficient layout.

As we approach our 50th anniversary in the can manufacturing field, we hope that we may have the pleasure and opportunity of serving your organization.



44 YEARS OF QUALITY AND SERVICE

OLIVE CAN COMPANY

DESIGNERS AND MANUFACTURERS PLAIN AND LITHOGRAPHED **METAL CONTAINERS** CUSTOM OR STOCK DESIGNS

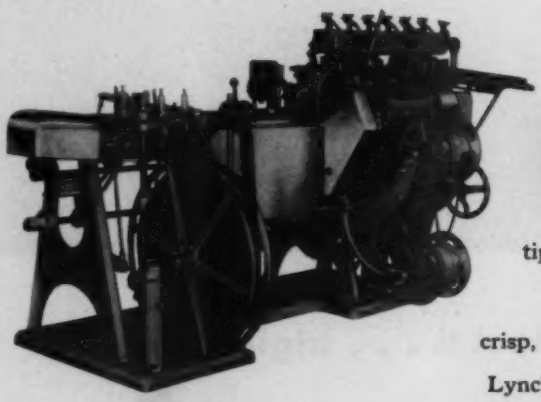
450 N. LEAVITT STREET • CHICAGO 12, ILL.

the speed, economy and versatility necessary to package for profit is found in the

Lynch Model PB







Lynch Model PB

Designed to package standard or irregular shapes, single or multiple units . . . the Lynch Model PB efficiently, neatly produces packaged products with crisp, square corners that hold their shapes. Let Lynch sales engineers explain how you can attract more point of purchase sales . . . package for profit with the Lynch Model PB.

LYNCH

PACKAGING MACHINES
ANDERSON, INDIANA

Branches – New York • Toledo • Chicago
San Francisco • Los Angeles • Atlanta • Dallas
Export Dept.: Anderson, Indiana Cables: Lynchnoboy

Freshness is vital to this business

. . . that's why Brach's packages fine candies in polyethylene





Film protection that stabilizes moisture content maintains the flavor and consistency of candy . . . fresh, appetizing, and repeat-business appealing. The fine color printability of treated film made of BAKELITE Brand Polyethylene is an extra sales feature . . . as well as the great strength . . . that can benefit you greatly.

Find out from your packaging supplier how film made of BAKELITE Polyethylene can boost your profits. Or write Dept. MP-99.

It pays to package in film made of

BAKELITE
Polyethylene Plastic

BAKELITE COMPANY, *A Division of Union Carbide and Carbon Corporation* UCC 30 E. 42nd St., New York 17, N. Y.

The term BAKELITE and the Trefoil Symbol are registered trade-marks of UCC



Sell the Finest Confections

The excellence of many fine confectionery products is suggested by distinctive lithographed metal containers, such as the examples shown above, custom-made for leading manufacturers by J. L. Clark. Through brilliance of design and lithography, which attracts the eye and reflects the quality of the candy within, Clark containers effectively dominate any display counter in which they are placed. Moreover, rigid precision in construction provides snug-fitting cans and boxes that always preserve the delicate flavor and freshness of candy products.

As an important part of our complete metal packaging service, we can develop distinctive new designs for your exclusive use or adapt existing designs to our lithographing process. Clark containers are available in a wide range of sizes and styles. Please remember that we are anxious to be of service, and that the resourcefulness gained from our 51 years of packaging experience is yours for the asking.

J. L. CLARK
Lithographed Metal Containers

J. L. CLARK MANUFACTURING CO.
Home Office and Plant • Rockford, Illinois
Liberty Division Plant and Sales • Lancaster, Pa.
New York Sales Office • Chrysler Bldg., New York 17, N. Y.

Cracker Jack converts to ten cent price

One of the best known nickel products in all America has changed over to a dime. This company had the courage to charge the price that was necessary in order to give the consumer the best product it knew how to make, and to give the distributor the incentive to sell.

The nickel Cracker Jack is no more! In its place is a new package, resplendent in three-color printed foil, that will sell for ten cents.

The reasons behind this new package and price policy are very interesting. The factors that caused this radical change are generally those very familiar to all manufacturers of five cent candies. They include constantly increasing costs, lowered profits, increased dealer dissatisfaction with shrinking distributors' margins, and consumer insistence on an ever higher quality.

The Cracker Jack Company solved the above problem at one stroke by converting the entire line to a ten cent retail basis.

The increased manufacturer's margin available within the ten cent retail price limit allowed the firm to accept the inevitable increase in costs and yet to plan for a realistic profit on sales.

For the first time in many years, the distributors' margin on Cracker Jack will allow them the full sales margin. At $1.50 per twenty-four-count box, both the wholesaler and retailer will have incentive to display and otherwise push this product. This was one of the chief advantages of the change-over to a ten cent price. The company's first reactions from distributors after the announcement contained congratulations on the new price schedule, and statements that for the first time in many years they would be able to do a selling job on this product.

The company has received letters by the thousands from individual consumers, asking the company to put more peanuts in Cracker Jack. These letters have been coming into the company for many years, although nothing could be done along that line at the former price. Now, however, the quantity of peanuts has been increased to twenty-five percent of the product weight, much higher than ever before. It is expected that the increased consumer value will go far toward giving acceptance to the new ten cent price.

An added value the company can give at the new price schedule is a new and improved package. The new foil wrap adds several months to the shelf-life

Enhance Your Package with Embossed

SWEETONE Padsit



Padsit is a medium priced pad of good bulk and real beauty. It's a Sweetone padding of long standing; top favorite with many of our customers.

Write Today for a new folder containing actual samples of our complete line of Sweetone Paper Products for manufacturing confectioners including:

Glassine	Chocolate Dividers
Waxed Papers	Boat & Tray Rolls
Wavee Parchment	Layer Boards
Embossed Papers	Die Cut Liners

Candy Box Paddings

George H. Sweetnam, Inc.

282-286 Portland Street, Cambridge, Mass.

SWEETONE PAPER PRODUCTS

Representatives in Philadelphia, Detroit, St. Louis, Chicago, Dallas, New Orleans, Los Angeles and Portland, Oregon.



This is the first counter display carton ever furnished distributors by the company. The front panel tears out to show the edges of five boxes with logos and product illustrations. The carton takes a space only six inches square.

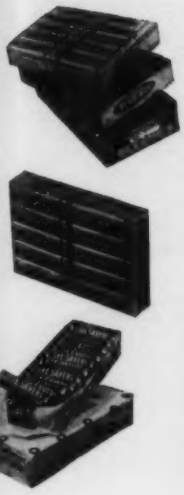
of the product, and gives a much finer appearance for display purposes. The red color for the logo has been modified with a metallic ink. For the first time, an illustration of the product appears on the outside, covering one edge and part of both the front and back panels. The front and back panels are now identical. The sailor boy, formerly on the back panel, is now on one edge.

The company feels that the new package, together with the new distributors' margins, will win some counter display space for Cracker Jack. Therefore, the company has made up a display carton of twelve boxes. This is the first such display carton furnished by the company.

The first announcement of the new package and price schedule was mailed to the trade on March 19th. This date was chosen because it coincided with the beginning of the heavy selling season. Memorial Day and the Fourth of July are the two biggest days for Cracker Jack. From all indications, this will be the best season for this product in many years.



HEAPER! BETTER!





go for VERSATILITY

Take these minimum and maximum packaging requirements—from 3" by 2" by ¾" to 12½" by 7½" by 4½". Do you have to overwrap a package containing confectionery somewhere within these limits? Then one of these Battle Creek machines can meet your needs. At the same time, you cut costs with *Battle Creek Continuous Flow* efficiency and automatic operation.

- ***Change sizes for package in 5 to 20 minutes***
- ***Handle many sizes with a variety of papers***
- ***Wrap up to 175 boxes a minute automatically***

BATTLE CREEK packaging machines, inc.

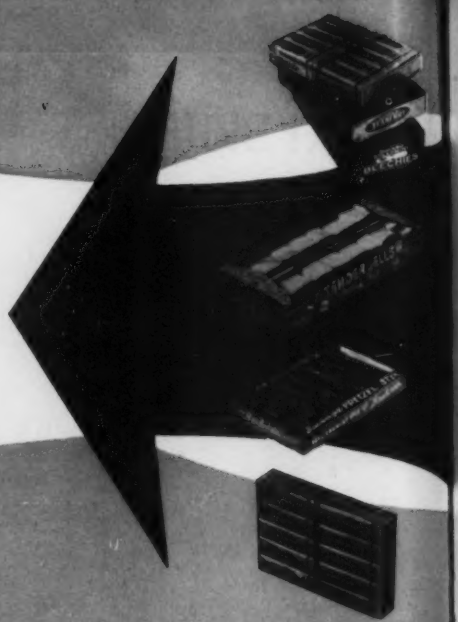
BATTLE CREEK, MICH.

Continuous Flow® Packaging— GIVES THE GREEN LIGHT TO PACKAGING PRODUCTION



WOULD YOU LIKE TO SEE YOUR PRODUCT PACKAGED?

as only Battle Creek machines can produce them



Send us a couple each of all the packages you are interested to see wrapped and check off any of the following choices of wrapping materials — Cellophane ( ), laminated foil ( ), waxed paper ( ), waxed glassine ( ), Kraft or decorative papers using adhesives ( ).

We will wrap and return them promptly to you with our recommendations, including a comparative analysis of sheet sizes used and other possible material savings.

If you have special wrapping problems, or bundle or group assemblies to be prepared, please send enough packages to create at least one group assembly.

If you have questions, a short letter of review would be helpful and appreciated.

And let us know where you want the sample packages and analysis sent.

—TECHNICAL SPECIFICATIONS— These machines are automatic if fed from previous conveyors. Otherwise they require one operator for feeding.

MODEL 46—for trays or closed boxes

FLOOR SPACE: 12 ft. long x 4½ ft. wide

RANGE OF SIZES HANDLED:
Length 4½" to 10¾"
Width 2¼" to 6"
Height ¾" to 3"

PAPER SPECIFICATIONS: Self-sealing cellophane, waxed glassine or wax-coated papers, self-sealing foil or other self-sealing papers. Rolls may be wound on 3" or 6" cores not to exceed 14" in diameter.
Roll width: 7" to 18"
Cut off: 5½" to 14"

SPEED: 40 to 100 wrapped packages per minute.

SHIPPING WEIGHT: 3300 lbs.

TYPE OF FOLD: Tri-lock folds on ends, longitudinal seam on broad panel.

ADJUSTABILITY: 8-10 mins.

TYPE OF SEAL: Electric heat plates.

ELECTRICAL DATA: Motor — 1 H.P. 220/440 volts, 60 cycle, 3 phase; Heaters—2,400 watts, thermostatically controlled, 110 or 220 volts.

OPTIONAL ATTACHMENTS: Electric eye — for handling printed papers registered around the six panels of the carton. Thermoplastic label feeder for heat sealing labels. "One shot" lubrication. Refrigerated discharge.

MODEL 47—for trays or closed boxes

FLOOR SPACE: 15½" long x 5 ft. wide

RANGE OF SIZES HANDLED:
Length 5½" to 12½"
Width 2" to 7½"
Height 1" to 4 ½"

PAPER SPECIFICATIONS: Self-sealing cellophane, wax-coated paper or waxed glassine, laminated heat sealing papers or heat sealing foil, all in roll form wound on 3" cores not to exceed 14" in diameter.
Roll width: 9" to 23"
Cut off: 7" to 16"

SPEED: 40 to 80 per minute

SHIPPING WEIGHT: Approximately 3500 lbs. crated

TYPE OF FOLD: Tri-lock fold on ends with longitudinal seam on broad panel of carton.

ADJUSTABILITY: 10-15 mins.

TYPE OF SEAL: Electric heat plates, thermostatically controlled.

ELECTRICAL DATA: Motor — 1 H.P. 220/440 volts, 60 cycle, 3 phase
Heaters—approximately 2,000 watts

OPTIONAL ATTACHMENTS: Electric eye — for handling printed papers registered around the six panels of the carton. Thermoplastic label feeder for heat sealing labels. "One shot" lubrication. Refrigerated discharge.

MODEL 51—for closed packages

FLOOR SPACE: 12' 9" long x 4' 6" wide

RANGE OF SIZES HANDLED:

Standard	Optional
Length 3¼" to 5½"	6" to 8"
Width 2½" to 4⅛"	3" to 4"
Height ¾" to 2"	¾" to 2"

PAPER SPECIFICATIONS: Self-sealing cellophane, wax-coated papers, laminated papers, self-sealing foil all in roll form on either 3" or 6" cores. Also double roll holders can be furnished to handle a combination of self-sealing foil and waxed coated sheets at the same time.
Roll width: 8" to 14½"
Cut off: 5½" to 8"

SPEED: 80 to 175 per minute.

SHIPPING WEIGHT: Approximately 3000 lbs.

TYPE OF FOLD: Envelope fold on ends with longitudinal seam on broad panel of carton.

CONVERTIBILITY: 15-20 mins.

TYPE OF SEAL: Heat, thermostatically controlled.

ELECTRICAL DATA: Motor — 1 h.p. 220/440 volts, 60 cycle, 3 phase
Heaters—approximately 2,400 watts

OPTIONAL ATTACHMENTS: Model 51 may be equipped with optional accessories that increase production efficiency.

MODEL FW-35—for trays and closed boxes

FLOOR SPACE: 8 ft. long x 5

RANGE OF SIZES HANDLED:
Length 2" to 10"
Width 1½" to 5"
Height ¾" to 2½"

PAPER SPECIFICATIONS: Waxed paper, waxed glassine, cellophane, clear or printed Reyso or laminated foil paper in roll form wound on 3" cores not exceed 14" in diameter.

SPEED: 40 to 90 or more p minute

SHIPPING WEIGHT: About 20 lbs. crated

TYPE OF FOLD: Envelope fo on ends, longitudinal seal broad panel

CONVERTIBILITY: It requir from 15 to 20 minutes change package sizes on FW-35. All sizes handled complete interchange of j designed equipment.

ELECTRICAL DATA: Motor— H.P.
Heaters — 1800 watts and according to size of packa

OPTIONAL ATTACHMENTS: Electric eye — for handli printed papers registe around the six panels of carton. Thermoplastic lab feeder for heat sealing labe "One shot" lubrication. frigerated discharge.

Synchronizing Automation

Handle intermittent flow of packages from previous packing operations without an operator.

Job Designed

Each machine custom-finished to the customer's particular needs.

Controlled Sealing

Calibrated heat controls handle the latest heat-seal papers with precision results.

BATTLE CREEK

packaging machines, inc.

"Continuous Flow"

BATTLE CREEK, MICH.

for A

Merchandising is the art of moving *people* to move goods

JUDSON S. SAYRE
president, Norge Division
Borg-Warner Corp.

This article is a slightly edited speech given by Mr. Sayre before a meeting of the Associated Business Publications. His outstanding marketing successes make him a man worth listening to, particularly when speaking on a subject which he feels of particular importance, as he is doing here.

There is a growing uneasiness in my mind, with respect to certain business thinking and attitudes being peddled by a growing cult of self-appointed spokesmen for a new "Automated Economy". I felt that you gentlemen of the business press would provide me with the ideal forum to evaluate this alarm objectively and, if you shared my concern, to do something constructive about it.

While the opinions expressed relate to my interest in marketing of consumer goods generally and my own field of major appliances specifically, they should also be of vital interest to all industries, because *all business productivity is dependent upon consumer marketing.*

This concern of mine stems from the growing tendency in too many quarters, to be entranced with new words . . . so-called scientific concepts . . . which have suddenly captured many business minds, as symbolic of the new "atomic age" and key to the so-called "revolution in marketing". Our academic friends, who have a facility for words, have moved into the lime-light and charted for us a marketing pattern for the future which regiments all distribution into neat I.B.M. compartments, at the touch of a button.

Consider the millions of words being written about "Automation", which seems of late to have invaded the industrial and marketing press and even congressional committees as an accomplished revolution in production. It has suddenly become a life-size threat to the laboring man and a juicy morsel to the political demagog. If you would believe the professors and self-appointed experts, the complete "Push-button" mechanization of industry is just around the corner and mass unemployment imminent.

Now, we know that the evolution of automatic productive machinery has been with us, importantly, for twenty-five years and every good producer has kept pace with new developments. Its acceleration during the past few years has brought, not mass unemployment, but better products with greater dollar value. However, the exaggerated threat of the "Automation" ogre, if publicized widely in the consumer press, might produce a dangerous psychological effect which could frighten the daylights out of people generally, even to the point of creating artificially, a serious sales slump, should there be even a mild recession from our present high economy.

I remind you of an earlier coined word "Technocracy" and the dire predictions of Professor Stuart Chase on "The Industrial Revolution" a generation ago. All responsible men discounted it then—are they doing so, now, with the significance of "Automation"?



"The great challenge in our expanding economy is the challenge of distribution"

Some so-called experts have now proclaimed the necessity for "Automation" in distribution. These experts take off with the equation that (a) we are already on the road to automation in food supermarts (b) most dealers and their salesmen in other areas of consumer goods perform no creative sales function and (c) all consumer goods being more or less equal in quality, features and value, they could be pre-sold by advertising and the distributive function thus become merely mechanical.

One expert has interpreted the effects of "Automation" as the need for creating faster obsolescence in consumer durables . . . for instance, in refrigerators, which last too long. This expert suggested the possibility of building a refrigerator which would last just five years and then disintegrate.

I ask *you*, gentlemen, who live with new developments in creative engineering and creative merchandising, just how silly can these people get and how far can we permit this kind of thinking to permeate our business philosophy and the consumer mind?

Everyone agrees that the great challenge in our expanding economy is the challenge of distribution. The key to our distribution is the retail dealer and his salesmen. In my opinion, the real challenge to all of us here is to find better methods and techniques to strengthen this dealer individually and collectively.

One expert expresses the opinion that our existing marketing structure is beginning to crumble around the edges. According to him, distributive patterns, marketing concepts and custom-buying concepts are all of a sudden becoming very brittle. He says that the days of the franchised dealer in durable consumer goods are numbered, that this dealer is already more or less obsolete and an exceedingly unreliable distribution medium, especially now that the great bulk of our population lives in a few metropolitan areas. (He should study our marketing maps.)

However, one of our largest manufacturers of consumer durables seems to have bought this theory. This company very recently announced a change in their pricing and distribution policy, geared to the interests of the large volume key dealers in metropolitan centers with the expressed intent to eliminate all small dealers who presently account for at least 40% of their total. This, in my opinion, is a misguided move, predicated on the fallacy that this manufacturer's brand name is so dominant, the company can dictate the pricing, profit margin and the distribution policy, because consumers will go out of their way to search out the selective few dealers to demand the specific brand. Now it so happens that, in major appliances, the incidence of brand "switches" runs as high as 50% in many dealer stores.

All these attitudes, reflecting the concept of the "Automated Economy" discount completely the human factors, in customer relations with dealers, whose mutual respect and confidence have very largely

What film *easily* outperforms all others on high-speed machines?

The answer is undeniable: CELLOPHANE.

And the reasons why are simple: it is rigid and static-free, it has excellent surface "slip," and it glides freely over heat sealers with no trace of melting.

These qualities let it step through its paces like a thoroughbred. Even the most complex packaging operations are a breeze for its trouble-free behavior. With cellophane you never get a jam-up or a cripple caused by static.

Point of sale? Nothing can match the strong, silent salesmanship of a truly transparent, dazzling wrapper such as cellophane.

For star performance at retail and on high-speed machinery, your best bet is AVISCO* cellophane.

American Viscose Corporation
Film Division
1617 Pennsylvania Blvd.
Philadelphia 3, Pa.



*Trademark of American Viscose Corporation

Speed Makes The Difference!
450 CARAMELS CUT and WRAPPED EVERY MINUTE
with IDEAL HI-SPEED WRAPPING MACHINE



Speed that's always dependable — Safety that can be counted on — maximum production at least cost—that's the Ideal Special Caramel Wrapping Machine!

Only 2 personnel required for this entirely automatic operation.

Write today for FREE Brochures.

IDEAL WRAPPING MACHINE COMPANY

MURNANE
"Lint Free"
PAPERBOARD PRODUCTS
Base Cards, Boats, Trays, Dividers, etc.
for use in automatic wrapping machines.

also
LINT FREE PREASSEMBLED NEST PARTITIONS, DIVIDERS AND LAYER CARDS. "H. T." NON-STICK TREATED CARDS AND BOATS FOR STICKY BARS

MURNANE PAPER COMPANY
1510 N. KOSTNER AVE., CHICAGO 51, ILL.
WRITE OR CALL COLLECT CAPITOL 7-5300

"a mass inferiority complex affecting the nation's marketing departments"

proved the cornerstone of our business growth.

It happens that this antiquated distribution system of ours supported a gross national product of close to four hundred billions in 1955, and in major appliances, a gross product of eight billions.

I suspect, as a curb-stone psychologist, that all this sound and fury about the need for a new "Automated" distribution system might reflect a mass inferiority complex affecting the nation's marketing departments. Their combined *creative merchandising* has not fully measured up to the challenge of their sales responsibilities. I suspect that the dealer and his salesmen moved much of this great volume of consumer goods *in spite* of the marketing genius of producers, and not because of it.

I think it is a definite challenge to all of us to appraise our productive progress and our marketing achievements in true perspective. It is definitely a challenge to you men, who formulate and guide business thinking, to interpret correctly the significance of this progress, to dispel any hysteria created by the "Automation" threat and to help bolster and not destroy our distribution system.

I think it is axiomatic that we business men often devote too much of our time trying to solve the wrong problems, simply because someone, in or out of our business or industry, evaluates and states the problems incorrectly. We are prone to accept these evaluations and act on them.

The business of marketing, in its evolutionary processes, from the earliest days of making a product and going to market with it, has, in the present era, become complex indeed. And it promises to become even more complex, year by year.

As you know, we at Norge are in the business of selling major appliances. Regardless of whether business in 1956 will be equal to or better than it was in 1955, or whether it will be down 5 to 10%, it is our responsibility and purpose to *exploit our own advantages* in the market-place and get our full share of the volume there is.

As a dynamic factor in this growth industry, we can have only one primary and continuing objective: *to constantly increase sales volume.* Since I came out of retirement, little more than a year and a half ago, to become President of Norge, we have achieved this objective with a vengeance. In 1954 we almost doubled the sales volume of 1953. In 1955 our sales exceeded the combined volume of 1953 and 1954. For 1956 our sales goal is 20% greater than our achievement last year and I will be sorely disappointed if we don't go way beyond that.

You may well ask, what is it that distinguishes the marketing success of one company, or one management, versus another. Of course, the simplest answer is "Know-How". And this is the sum total of the management team's combined knowledge, experience and skills.

"To us, there is no national market . . . only local markets"

At the outset I sought out and surrounded myself with the best executive talent in the industry . . . indoctrinated this executive team with my own concepts of dynamic merchandising . . . set out to build the best wholesale distributor organization . . . formulated a program to enlist the best dealers in the appliance industry.

Let me first emphasize that our thinking and planning are never done in terms of a national market. To us, there is no national market . . . there are only local markets. Let's reduce this to its simplest terms. There are, roughly, forty-five million wired homes in the country. *Approximately one out of every ten of these homes will purchase a new refrigerator in* 1956. Reducing this formula to population segments, we then use 5,000 homes as a marketing segment. These 5,000 homes may constitute a town, or a residential section of a city, which has its own community shopping center. Using the same ratio of refrigerator purchases, these 5,000 homes will yield 500 refrigerator sales. If our sales objective is 10% *of the industry total* then our company must garner 50 refrigerator sales from this marketing segment.

To serve this residential community, there are probably two or more appliance dealers. One of these appliance dealers must be enlisted as a Norge dealer and he must be persuaded and aided by us in every way to devote himself enthusiastically and energetically to the exploitation of his market in behalf of Norge refrigerators so that we may wind up with our share of that market segment.

In our highly competitive industry, the sales results we seek are in the last analysis, *dependent on massive personal sales efforts.* Our marketing is channelled through eighty-four exclusively franchised territorial distributors who have the responsibility for moving, through their dealer organization, their share, percentagewise, of our total sales objective.

This is the guiding principle in our marketing plans to enlist the full interest and efforts of distributors and dealers: "To Move Products You Must First Move People".

This vital objective of moving people, of persuading and stimulating distributors and dealers to devote themselves intelligently and eagerly to pushing our products in preference to those of competitors . . . this is a fundamental factor in our planning and we use every tool in the merchandising bag to achieve this objective.

As a result of experience and observation, it is my opinion that, given a product equal to competition, a sales organization equal to competition, and equal prices, the difference between success and mediocrity is usually "Creative Merchandising". What distinguishes the superior merchandising of one company over another is generally the *ingenuity and quality of the ideas* invested in the planning. It is the



On your way to or from Atlantic City--drop in

and see our

permanent exhibition.

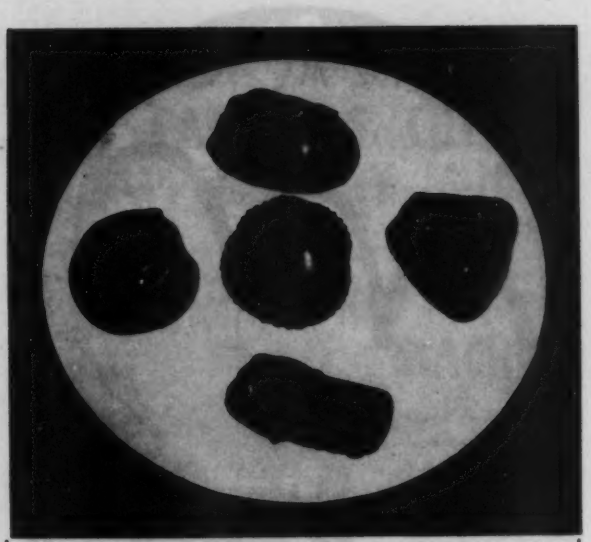
of automatic-speed packaging machinery



2350 2160 2100

High speed wrapping for twist wraps on hard candies, enrobing for bar forms, embossing and wrapping in foils, wraps for soaps and other block forms. See us at the Natl. Conf. Ass'n. Exposition in Boston in June; or send for our catalog.

SUPERMATIC PACKAGING CORP.



HERE IT IS—ARTIFICIAL CANDY FOR
• your salesmans sample case
• your window displays

Artificial chocolate candy for your salesmen's sample case. No spoilage from weather or crushing.

Artificial chocolate candy for your window display. Economical. It pays for itself in one months time, no waste, always in fine appearance. There is no need for window sun protectors as artificial candy is not affected with the sun and heat. No color fading.

Artificial chocolate candy is made from your candy sample, true to color and appearance. Write today for your sample.

C. G. Girolami & Company

944 N. Spaulding Avenue Chicago 24, Illinois

HOW TO SALVAGE SCRAP CANDY

(Revised Edition)

By

Wesley H. Childs

Tells how you can re-use scrap candy ingredients without loss of value. Also, how you can reconstitute the raw materials to perform primary functions in first-grade goods. This booklet has chapters on

1. HARD CANDY
2. CHOCOLATE-COATED PIECES
3. GUM and PAN ROOM PIECES

Price Per Copy—$2.00

Book Sales Dept.

THE MANUFACTURING CONFECTIONER

418 N. Austin Blvd. Oak Park, Ill.

"you will never automate merchandising"

"Total Concept" which accompanies the presentation of the product and which stimulates people all down the line to devote themselves to moving this product. Factories turn out "things" but people don't buy "things". They buy "ideas" commonly labeled "Consumer Benefits". Dealers buy "ideas"—ideas which are interpreted to them as a "Selling Plan" rather than "A Buying Plan".

My own concept of marketing in our industry and the governing factors which motivate my thinking and planning are as simple as this:

1. All of our resources and efforts—buildings, equipment and people; planning, buying, production, engineering, operating, advertising and merchandising . . . are directed to one, all-important objective . . . *to produce an increasing volume of sales.*
2. The best product, the finest organization, the most brilliant advertising and promotion we can devise . . . all these remain nebulous, unless and until, *that product and a maximum number of consumer prospects are brought face to face, under the most favorable circumstances, to induce these prospects to buy our product rather than that of a competitor.*
3. Since our products are sold through retail appliance stores, then it must be obvious that the degree with which *we can establish and control these "favorable circumstances"* with our retail dealer organization . . . and in this degree only, can we achieve our sales goal.

There is an old axiom, in the appliance business: "To be successful you must touch all the bases". Touching all the bases involves, as I have often stated, a complete organization of engineering, manufacturing and sales resources— . . . with a constant recognition that the key to all these resources is *that lone dealer salesman* who finally comes face to face with the prospect and sells one of your products.

"Touching all the bases" means "Asking for the order" at every step of the way. Too many factory sales programs start out, in the home office, as a "battleship" and wind up at the dealer level, "a dinghy". Our constant challenge is the job of formulating a "Merchandising Program" which may be interpreted through every level of our sales channel, to the ultimate dealer and consumer, as the "battleship" we conceived.

How many of you believe that machines are more important than people . . . that customers are statistics . . . that price is the *most* important consideration in the purchase of an appliance and that, accordingly, the dealer performs no useful function?

You might "Automate" production, but you will never "Automate" merchandising!

We, at Norge, believe that "*MERCHANDISING IS THE ART OF MOVING PEOPLE TO MOVE GOODS.*"

HOW *Tom's* SWEETENS SALES



with Shellmar-Betner Flexible Packaging

Tom Houston Peanut Company of Georgia sells a wide range of tasty treats — from candy bars to crackers. Flexible packaging is a must for see-through appetite appeal plus bright color printing to attract youngsters' eyes. So they came to Shellmar-Betner.

That was a wise move. Shellmar-Betner has a complete mastery of flexible packaging, accomplished through years of experience and augmented by the most modern equipment. Our designers know flexible materials from A to Z, what particular film, foil or combination thereof is best for your product. Moreover, our craftsmen printers can give package printing of the very best quality.

Why not do as Tom's did — let us design a complete line of flexible packages for your products.

CONTINENTAL CAN COMPANY

SHELLMAR-BETNER DIVISION

QUALITY PRINTERS AND CONVERTERS OF FLEXIBLE PACKAGING MATERIALS



Necco Candies Family
Boxmaker—National Folding Box Company, Inc.
Customer—New England Confectionery Company

Family identification of these Necco candy cartons was established through universal design. Color combinations, however, were varied to prevent monotonous effect in self-service candy counters. Cartons are packaged semi-automatically.

FOLDING CARTON COMPETITION

Confection Award Winners

Three candy cartons received awards in the 1956 annual carton contest sponsored by the Folding Paper Box Association. They were part of America's best 100 cartons selected from over 7,000 entries by a jury of top designers, advertising and business leaders.

The new packages shown this year clearly indicate the consumer buying shift to self-service and self-selection. The trend to multi-color packages is also noticeable.

Catering to consumers' wishes and even keeping a few steps ahead of them is the essential business of packaging. It is reflected in the emphasis, by paper box manufacturers, on easy openers, multi-packs and gift boxes.

Campfire Girls Chocolate Mints
Boxmaker—Fleishhacker Paper Box Company
Customer—Miss Saylor's Chocolates, Inc.

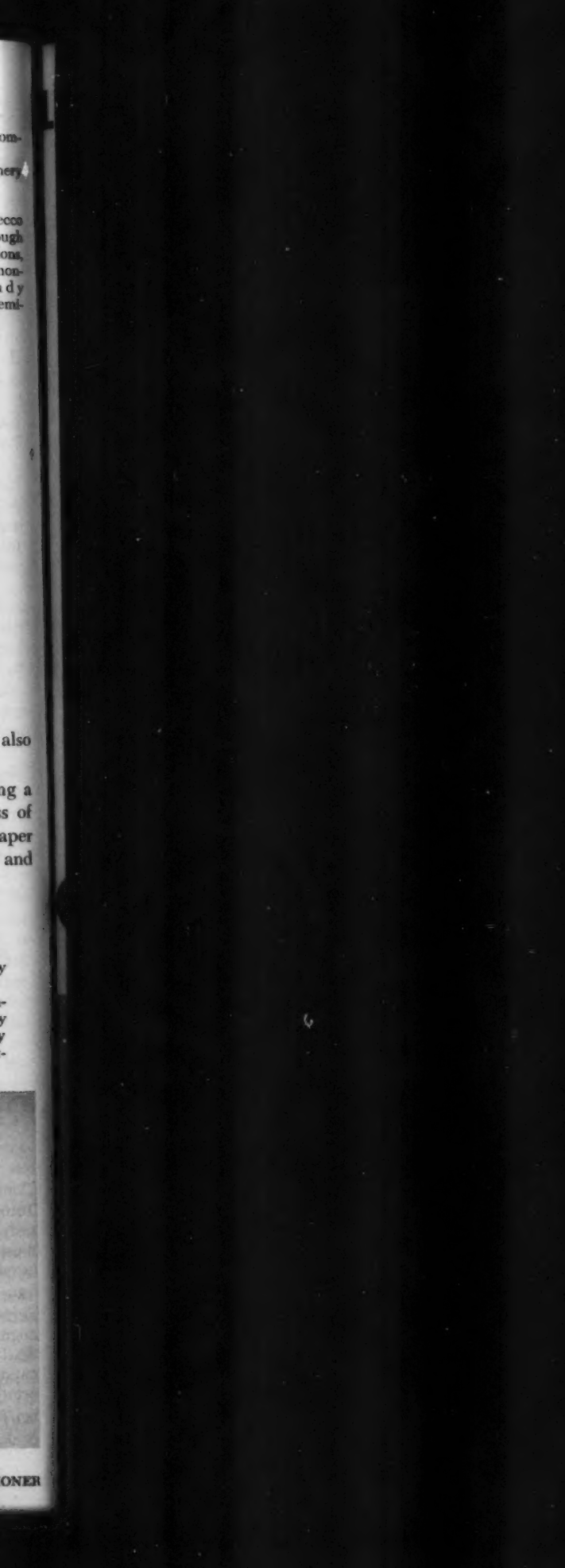
Designed for yearly candy sale by Campfire Girls, cartons feature four-color illustration depicting girls' activities. Individual cartons have glued sleeve with roll over end slide construction. Satchel-type carrier for one dozen units prominently displays Campfire Girls insignia.



Trick-R-Treat
Boxmaker—Andre Paper Box Company
Customer—Sierra Candy Company

This unique hexagonal jack-o-lantern carton for Trick-R-Treat candy during the Halloween season. Candy is visible through eye and mouth cut-outs.






LET M
SUP
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LET MIGHTY SUPERMAN* POWER UP YOUR CANDY SALES!

REG. U. S. PAT. OFF.



SUPERMAN—America's most powerful salesman—seen by over 25 million adults and children weekly on TV, in newspapers and comic books—is ready to work for *you! Superman* packaging sells candy on sight. Don't miss the opportunity to get his famous power behind your sales. *Superman* packaging for candy is available *only* from Lassiter . . . wire or phone *today* for exclusive rights in your territory!

Look to Lassiter for sales-winning *custom* designed candy packaging, incorporating your brand name or trademark.

LASSITER CORPORATION

Packaging that Sells Merchandise → LC

350 Fifth Avenue, New York 1, N. Y.
Charlotte, N. C. • Chicago, Ill. • Cheltenham, Pa.
Greensboro, N. C. • Danville, Va. • Dallas, Tex. • Atlanta, Ga.

Lassiter Corporation designs and prints flexible packaging, folding cartons and box wraps.

* Copr. National Comics Publications, Inc.

Spangler Winner in Variety Store Packaging Competition



Spangler Candy Company won the gold award in the Miscellaneous Division of the Variety Store Packaging Competition, for its 6-pack 5¢ AZ Candy Canes package. It is a folding carton that cradles six canes and gives them maximum protection from damage in shipping. The carton, open on top to show all six canes, is over-wrapped in cellophane.

Candy Sample Box

A box of experimental candy samples made with a milk based whipping agent is available to show the range of candies possible with this product. For one of these boxes, together with a formula and processing instructions booklet, write to O. J. Weeks Company, 44 North Moore Street, New York 13, N.Y.

Planters Cartoon Book

"The Personal Story of MR. PEANUT" is the title of a 16-page 4-color cartoon booklet produced by the Planters Nut and Chocolate Company as a part of its 50th Anniversary observance. The first appearance of this booklet was as an insert in Scholastic Magazine. Further use will be made of it throughout the year in various national promotions. It tells both the story of the founders of the company and how the company grew, together with a descriptive story of how peanuts are grown, harvested and processed into the typical consumer packages.

Chicago Golf Outings

The Candy Production Club of Chicago has decided to sponsor a large all-industry golf tournament this year, similar to those the club held during the 1930's, on August 13th. The club has held private golf outings each year since the war, but felt they should return to the large tournament to give all persons interested in this industry a single large affair during the summer. John J. O'Rourke, of Mars, is chairman of the golf committee.

The Chicago Candy Club has planned its golf outing for June 29th, at the River Forest Country Club, for all candy salesmen, brokers and jobbers of the Chicago area. It will be an all-day affair, including luncheon and dinner. Chairman of the golf committee is Paul Udell.

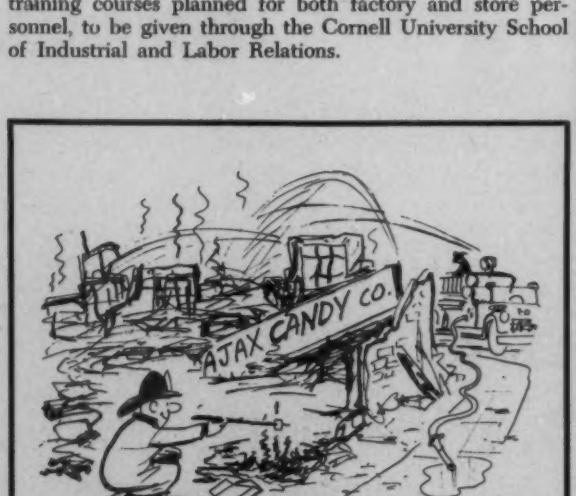
Foreign Trade Directories

A National Industrial Directory of Mexico has been compiled by the Federation of the Chambers of Industry of the Republic of Mexico. More than 50,000 recognized companies are listed, together with all important data about each one including the line of business and whether firm is a manufacturer, distributor, importer, exporter, etc. A classified directory is also available, listing the active firms in approximately 32,000 categories of products. Copies are available at $21.50 for three volumes at Publicaciones Rolland, Vallarta #21, Mexico 4, D.F.

The 1956 edition of the Year Book of the Dutch Cocoa, Chocolate and Confectionery Industry, has been published. It lists all firms active in this industry, indicating the types of products manufactured and whether they participate in the export trade. Copies are free of charge "to all official bodies who are likely to be interested." For a copy write to Jaarboek, Marnixstraat 380, Amsterdam, Holland.

Barton's Trains Foremen

Barton's completed the first training seminar for factory supervisors conducted in the confectionery industry by Cornell University. Twenty-two supervisory employees were presented with certificates for completion of the course, "Human Aspects of Supervision." The seminar consisted of eight 2-hour sessions, meeting on a weekly basis. The seminar is part of an integrated program of training courses planned for both factory and store personnel, to be given through the Cornell University School of Industrial and Labor Relations.



CALENDAR

April 7—Northwest Candy Club, Seattle, Wash., contact Secretary for meeting place.

April 9-12—National Packaging Exposition, Convention Hall, Atlantic City, N. J.

April 10—AATC, Boston Section, 6:30 dinner at Hotel Continental, Garden Street, Cambridge, Mass.

April 10-12—Point of Purchase Advertising Institute, symposium and exhibit, Hotel Sheraton-Astor, New York.

April 12—AACT, New York Section, Busto's Restaurant, Lower Manhattan, N.Y.

April 12—Metropolitan Candy Brokers Assn., Hotel Empire, 63rd St. and Broadway, New York City, N.Y.

April 14—Carolina Confectionery Salesmen's Club, noon luncheon at Honey's Restaurant, Charlotte, N.C.

April 16—Confectionery Salesmen's Club of Philadelphia, 1:30 PM, 2601 Parkway House, Philadelphia, Pa.

April 16—Chicago Candy Club, American Furniture Mart, 666 Lake Shore Drive, Chicago.

April 17—Candy Executives & Allied Industry Club, St. George Hotel, Brooklyn, N.Y.

April 19—New York Candy Club, Park Sheraton Hotel, Manhattan, N.Y.

April 26-27—Pennsylvania Manufacturing Confectioners' Assn., Production Conference, Franklin & Marshall College, Lancaster, Pa.

April 27—Boston Confectionery Salesmen's Club, 8 PM, Kenmore Hotel, Boston, Mass.

April 28—Southwestern Candy Salesmen's Assn., B & B Cafe, 3520 Oak Lawn Avenue, Dallas, Texas.

April 28—Dallas Candy Club, luncheon 12:30 noon at B & B Cafe, 3520 Oak Lawn Avenue, Dallas, Texas.

May 2—Buffalo and Western New York Confectioners' Assn., MacDod's Restaurant, Buffalo, N.Y.

May 5—Kansas City Candy Club, The Town House, Kansas City, Kans.

May 5—19th Annual Gopher Candy Club Friendship Dinner, Saint Paul Hotel, St. Paul, Minn., at 6:30 PM.

May 6-9—Supermarket Institute Convention and Exposition, Cleveland, Ohio

May 7—Confectionery Salesmen's Club of Baltimore, luncheon meeting at Gannons Restaurant, Baltimore, Md.

May 11—L.A. Confectionery Sales Club, Rodger Young Auditorium, Los Angeles, Calif.

May 13-16—Flavoring Extract Manufacturers' Assn. annual convention, Traymore Hotel, Atlantic City, N. J.

May 15—AACT, Chicago Section, 6:30 PM, Graemere Hotel, Chicago, Ill.

May 18-20—45th Annual Meeting and Convention of the Pennsylvania Manufacturing Confectioners' Assn., Pocono Manor Inn, Pocono Manor, Pa.

May 26—Empire State Candy Club Annual Spring Dinner Dance, Hotel Statler, Buffalo, N. Y.

June 10-13—Associated Retail Confectioners of the U. S., 36th Annual Convention, Somerset Hotel, Boston, Mass.

June 10-14—The Institute of Food Technologists annual meeting, Hotel Jefferson, St. Louis, Mo.

June 10-14—National Confectioner's Association Convention and Exposition, Statler Hotel and Mechanics Hall, Boston, Mass.

June 28-July 1—Boston Confectionery Salesmen's Club Convention, Mayflower Hotel, Cape Cod, On the Ocean at Manomet Point, Mass.

June 29—Chicago Candy Club Golf Outing, River Forest Country Club.

July 10-12—Western Packaging & Materials Handling Show, Los Angeles, California

July 11—Annual Convention, Southern Salesmen's Candy Club. Dinkler-Plaza Hotel, Atlanta, Ga.

July 12-14—Southern Wholesale Confectioners Assn. annual convention, Dinkler-Plaza Hotel, Atlanta, Ga.

July 29-August 1—NCWA Convention and Exposition, Sheraton-Park Hotel, Washington, D. C.

August 13—Chicago Production Club open golf tournament for the candy industry, at Elmhurst Country Club, Elmhurst, Ill.

September 10-12—Packaging Institute Forum, Hotel Statler, Cleveland, Ohio

September 11-14—Packaging Machinery and Materials Exposition, Cleveland Public Auditorium, Cleveland, Ohio.

September 20-22—Michigan Tobacco and Candy Distributors Assn., Annual meeting, Hotel Statler, Detroit, Michigan.

November 6-8—Canadian National Packaging Exposition, CNE Automotive Bldg., Toronto, Canada.

National Candy Wholesalers Association Convention and Exposition Sheraton Park Hotel, Washington, D. C.

Saturday, July 28

2:00 p.m.—First Sightseeing Trip
7:00 p.m.—Junior Candy Executives Dinner

Sunday, July 29

11:00 a.m.—Registration Desk Opens
11:00 a.m.—Board of Directors Meeting
1:00 p.m.—Board of Directors and Trade Press Luncheon
2:00 p.m.—Ladies Open House
4:00 p.m.—Grand Opening of Exposition
9:00 p.m.—Hospitality Hour

Monday, July 30

8:00 a.m.—Early Birds Breakfast
10:00 a.m.—First General Session
1:30 p.m.—Exposition Reopens
9:00 p.m.—Knight Kap and Kitty Party

Tuesday, July 31

8:00 a.m.—Early Birds Breakfast
10:00 a.m.—Second General Session
12:30 p.m.—NCWA Luncheon and Executive Session for Wholesaler Members
1:00 p.m.—Exposition Reopens
7:30 p.m.—Annual Banquet and Dance

Wednesday, August 1

8:00 a.m.—Board and Exhibitors Breakfast
10:00 a.m.—Exposition Reopens
1:00 p.m.—Final Closing of Exposition
2:00 p.m.—Third General Session
7:00 p.m.—Potomac River Cruise

Thursday, August 2

10:00 a.m.—Visit Mount Vernon

Advantages of RHINELANDER PAPER



FOR CANDY PACKAGING

Rhinelander Glassine and Greaseproof are versatile papers combining functional properties with beauty. They offer many advantages to the candy maker. Among these are:

1 Greaseproof protection for clean, sanitary packaging. G & G papers resist oil and shortening; prevent staining; retard rancidity.

2 Appearance—few packaging materials can match the smooth, glossy rich look of Glassine. Opaque or transparent grades available in striking colors for added sales appeal.

3 Ease of handling—G & G work smoothly on high speed automatic and semi-automatic packaging machinery.

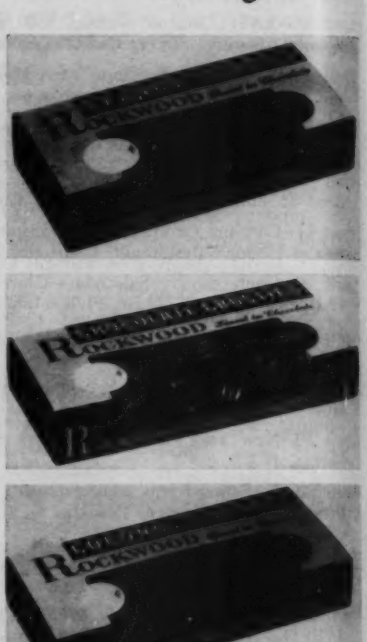
4 Ease of printing—unusually beautiful results are obtained when printing on G & G papers. Their hard, dense, uniform surface takes a perfect ink-lay.

5 Resistance to moisture—glassine is easily waxed, waxed laminated or coated to keep moisture in or out, a requirement for quality candy bars.

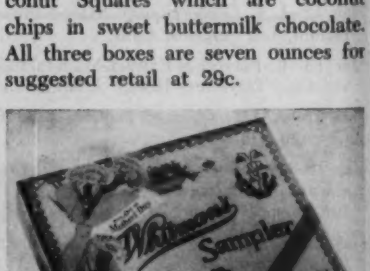
6 Reasonable cost—in cost relative to performance, no packaging material can approach Rhinelander glassine and greaseproof.

RHINELANDER PAPER
Rhinelander Paper Company — Rhinelander, Wis.

New Packages



Rockwood has a new line of window boxes for a new line of chocolate candies. All three boxes are printed in butter yellow and chocolate brown. Included are Peanut Jumbos which are whole roasted peanuts in milk chocolate, Chocolate Crusties which are crisped rice in sweet buttermilk chocolate, and Coconut Squares which are coconut chips in sweet buttermilk chocolate. All three boxes are seven ounces for suggested retail at 29c.



Stephen F. Whitman is using a printed cellophane overwrap on their Mother's Day boxes to simulate a ribbon tie and corsage.

New Packages



The Robert A. Johnston Company is using this unusually shaped box to feature chocolates for spring. Three pastel shades, green, blue and yellow, are available in backgrounds with a four-color corsage in the middle. While not tied to any specific holiday, it is very appropriate for both Easter and Mothers' Day.



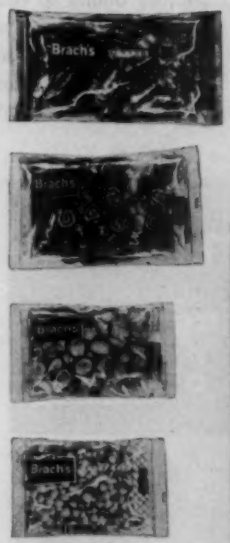
An egg carton has been developed that provides unusual protection for this type of candy. The carton has a snap-lock bottom, a tuckup top with slit locks. The cellophane window on the top and front is die-cut in the shape of a rabbit's body.

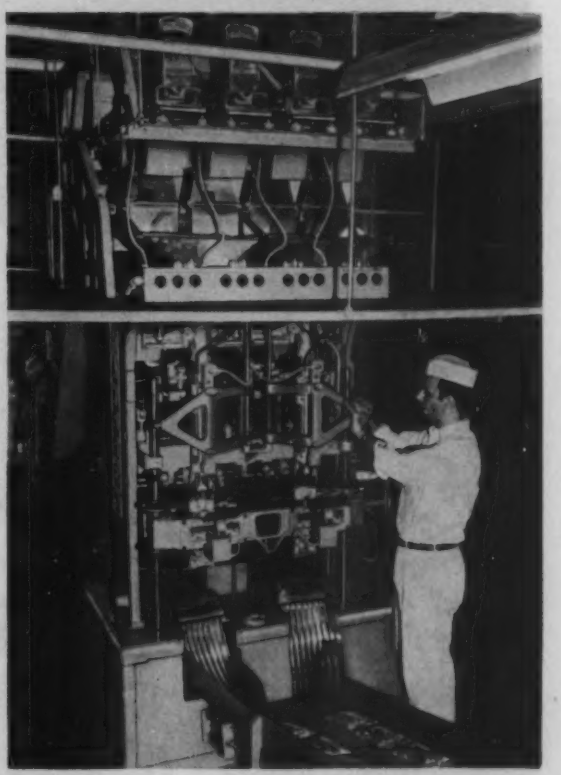
Interior packing comprises a sloping easel-type design with a corner cut pad that securely holds and cushions the egg, and eliminates the necessity for shredded paper for padding. The carton and interior packing are made in three sizes for 3, 6 and 14 ounce eggs.

Carton by Fibreboard Products Inc.

Brach's FINE CANDIES

use COMPAK for COMPLETE PACKAGING





One of the many COMPAK machines at E. J. Brach & Sons

- Forms the Package from the Roll Stock
- Fills the Package to weighed measure
- Hermetically seals with Straight Cutoff
- Closely Registers the Printed Design

E. J. Brach & Sons have realized packaging economy with sales appeal and product protection on their Hayssen COMPAK machines.

The Hayssen COMPAK can do the same for you. Let our experienced packaging engineers help you with your packaging problems. WRITE US TODAY!

[redacted] COMPANY

Department MC-4 • Sheboygan, Wisconsin

first in Automatic Packaging Since 1910

Atlanta • Boston • Chicago • Dallas • Denver • Detroit • Los Angeles • Minneapolis
New York • Philadelphia • St. Louis • San Francisco • Seattle • Montreal • Toronto

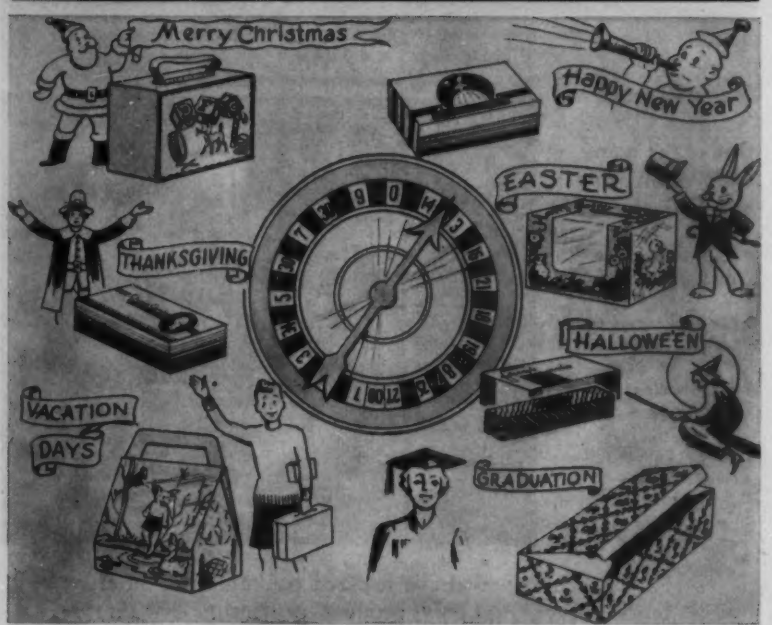
New Packages



Star Brand Popcorn Company has devised a display carton based on their very successful Christmas carton. In the present carton, a rabbit is featured; a novel folding feature of the carton exposes the bunny to full view, and yet holds it securely in a protective carton. The shipping case makes use of a tear strip, so that none of the cartons will be damaged on opening.

This is No Gamble!

Every Cooper-Styled folding candy box is a *Winner*



Send coupon below for Display Brochure Showing Box Styles and Prices

COOPER PAPER BOX CORP. BUFFALO 4, N. Y. DEPT. M

Cooper Paper Box Corporation, Dept. M
Buffalo 4, New York.

Please send us Display Brochure of Cooper-styled Boxes with prices.

Our firm name .....

Street .....

City ..... Zone ..... State .....



Heidelberger Confectionery Company is now packaging three of their very popular lines that were formerly available only in bulk. The folding cartons used are lithographed in full color, with a picture of the contents occupying half of the face and the company name and name of item on the other half.



Roasted peanuts in the shell are being marketed in polyethylene bags. Principal advantages of the 3-color bag of polyethylene are claimed to be unusually good shelf life of the product and good package strength.



Rigid plastic containers can provide a most attractive package for candies. There is enough strength in the carton and lid to protect the most fragile of candies. A tape closure will make the package air-tight.

New Packages



N.D.Q. Specialty Corporation is packaging 12 marshmallow chicks in an open-top cellophane overwrapped folding tray. Dividers protect the candy and help make the package rigid. The folding trays are set up automatically, and are printed in lilac, yellow and black.



Hoffman Candy Company of Los Angeles is using a printed corrugated "basket" for point of sale display of its "Cup-O-Gold" candy bar. The basket is a one-piece die-cut corrugated board with a snap-lock bottom construction and open top. It is shipped flat to dealers and is set up quickly. This container replaces wicker baskets, which were more expensive and could not be printed.

VISQUEEN T. M. film



Here's sparkling clear protection at its best! What a wonderful way to put sweet-tooth appeal in candy displays. Keeps candy fresh as the day it was made. Makes it look too good to resist. Small wonder more and more candy packagers are using tough, transparent VISQUEEN film to increase sales.

6 reasons why VISQUEEN 'c' means better packaging at lower cost to you!

superior strength to eliminate package breakage

unexcelled ink adhesion for better printing

matchless uniformity for better machineability

stiffness and body for easier fabricating

years of experience in producing a superior quality film

economy to reduce packaging costs up to 50%

A converter of VISQUEEN film will help you get better, more economical packaging. For names, clip coupon, attach to letterhead and mail.

Important! *VISQUEEN film is all polyethylene, but not all polyethylene is VISQUEEN. Only VISQUEEN has the benefit of research and resources of The VISKING Corporation.*

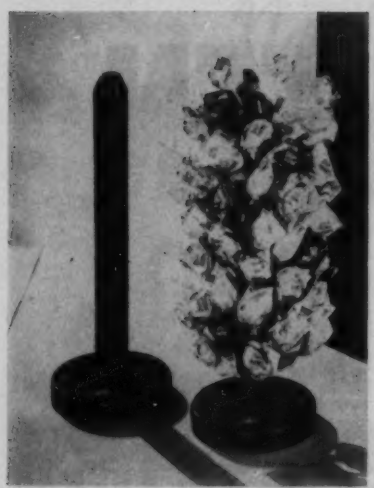
THE VISKING CORPORATION

World's largest producers of polyethylene sheeting and tubing

IN CANADA: VISKING LTD., LINDSAY, ONTARIO • IN ENGLAND: BRITISH VISQUEEN LTD., STEVENAGE

VisQueen® film . . . a product of
THE VISKING CORPORATION
Box MC4-1410
Plastics Division, Terre Haute, Ind.

Name_____
Title_____
Products_____
_____



A red wood tree was distributed by **Spangler Candy Company** as a display premium with their Dum Dum pops. The tree is a wood stick with a solid base and drilled to take the pop sticks, to form a colorful "tree" effect on a counter.

A newly designed hopper-feeder-counter mechanism has been developed for use with automatic bag making and filling machines. The feeder-counter guides individual units into a chute which orients them. A mechanism ejects the units singly or in predetermined numbers into flexible packages which are then sealed. This method of feeding is ideally suited for packaging small items by count rather than weight.

For further information, write Stokes & Smith Company, 4992 Summerdale Avenue, Philadelphia 24, Pa.

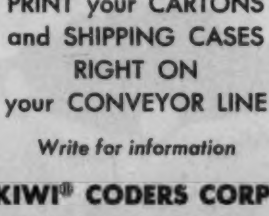


"Carry-Pack" handles are a new gummed tape product that add convenience and value to store wrapped packages. A sturdy ribbon handle is securely fastened to a length of gummed tape. When this tape is applied to seal a package, the handle rises up in a position for a customer to carry. This is a much quicker and neater type of carrying handle than tieing by string.

The cost of these handles is about ½¢ per package, and they may be applied well in advance of sales on pre-wrapped packages.

A dispencer for this tape is loaned free of charge by the manufacturer of the tape. The dispenser holds a roll of the handle tape, and matching ordinary tape are placed side by side in the dispenser.

For further information write: Carry-Pack Co., Ltd., Schiller Park, Illinois.



HIGH SPEED LOWEST COST

FILLMASTER

vibratory filler

"Vibratory for weight accuracy"

for dry, semi-dry, free-flowing or slow-flowing products

Here's a filling machine that gives you everything: up to 60 bags, cartons or packages a minute, from gram fractions to 10 pounds. Precise weight accuracy is assured by the exclusive Fillmaster vibratory action. Powders, nuts, candies, popcorn, etc.—even the most delicate product is handled with ease, without damaging or bruising.

You can change from one product to another and from one container size to another in minutes. And, the Fillmaster is so easy to operate that even an inexperienced operator will get full production.

High priced? No, the low cost for a machine of this caliber will surprise you. Get the facts today . . . write for literature and prices.

ALSO ASK ABOUT OUR FULLY AUTOMATIC FILLERS

STUYVESANT ENGINEERING COMPANY

197 Stuyvesant Avenue, Lyndhurst, N. J.

CODE DATE your **CANDY BAR WRAPPERS** *on your wrapping machine!*

PRINT your CARTONS and SHIPPING CASES RIGHT ON your CONVEYOR LINE

Write for information

KIWI® CODERS CORP.

3004-08 N. Clark St., Chicago 13, Ill.

RIBBONS

BOWS and ROSETTES for your CANDIES

Satin — Chiffon — Tinsel

Ribbons — Rayon Ribbonette

R. C. TAFT CO.

75-77 SOUTH WACKER DRIVE

CHICAGO 6, ILLINOIS

SUGAR REPORT

by Charles Fuchs

While the market has been featureless during the past month, a firm undertone has prevailed. Spot raw sugars have fluctuated in a narrow range of from 5.90 to 5.98 with the lower price being established during the period only because of several lots of distressed sugars in port which had to find an immediate home. As this is being written (March 28th) spots are 5.98 although additional nearby sugars were offered at 5.95. Operators and refiners paid 6.00 duty paid for June sugars with refiners still showing an inclination to fill in at 5.98 and holders asking 6.00.

In the meantime, the broader demand for raws was reflected in the futures market as new life of contract highs were established on March 27th, i.e: May 5.50 against the low of 5.36 on December 9, 1955, July 5.57 against the low of 5.45 on December 5, 1955, November 5.60 against a low of 5.53 on December 29, 1955. September held at the 5.59 high established on March 5th and March 26th against a low of 5.49 on December 8, 1955.

Refined deliveries, meanwhile, continue at a good pace (about 100,000 tons ahead of last year through the week of March 17th) and there is every reason to believe that this should continue, especially in view of the fact that the better consuming season is not far off. This apparently strengthening feature, along with the present indicative interest of refiners to replenish their raw supplies, should at least hold the 8.65 quotation for refined, with a possibility that higher values could develop.

CANDY PACKAGING

Published bi-monthly by

THE MANUFACTURING CONFECTIONER PUBLISHING CO.

418 NO. AUSTIN BLVD.
OAK PARK, ILLINOIS

Publishers of

THE MANUFACTURING CONFECTIONER

THE CANDY BUYER'S DIRECTORY

THE PURCHASING EXECUTIVES BLUE BOOK

Publisher

P. W. Allured

Advertising Offices:

OAK PARK, ILLINOIS

Allen R. Allured

418 No. Austin Blvd.—VIllage 8-6310

New York 5, N. Y.

James W. Allured

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APRIL Vol. 16, No. 2 **1956**

QUALITY MERCHANDISE SHOULD HAVE QUALITY PACKAGING



TRAVER PARTITION CORPORATION
404 N. Sacramento Blvd. KEdzie 3-0724
CHICAGO 12, ILL.

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IN PARTITIONS as in all your packaging, make sure they complement the quality of your product in every detail.

Traver offers a complete line of internal packaging, in all grades of board and all colors, with prompt delivery in any quantity.

LINT-FREE • GREASE-RESISTANT • ODORLESS ECONOMICAL

Also Layer Boards • U-Boats • Liners

Samples and quotations submitted upon request.



NOW...THE NEW TRAYMASTER CARTON FORMER!



At H. B. Reese Candy Company, these two tray sizes are formed on a TL-100 and overwrapped in printed cellophane by a Package Model FA.

Forms and Glues a Wide Variety of Cartons Without Messy Glue

Package's new TL-100 Traymaster produces cartons using the widest variety of board stocks, including polyethylene-coated and foil-lined. And with no messy glue! The TL-100 uses a rope-like thermoplastic adhesive that is automatically unwound from a spool, metered, melted and applied to the carton.

There's no glue pot to clean . . . no muss, no waste.

Occupying only 3 square feet of floor space, the TL-100 Traymaster is easily moved to the most convenient location. Available in three models for different carton sizes and speed ranges, the TL-100 will produce up to 100 cartons a minute in size ranges from 2" to 15" long, from 1⅝" to 11⅛" wide, and from ⅜" to 4" high. Only the simplest, least expensive blanks are required. Trays and cartons are formed with a smooth, unbroken inner surface, since the hinged flaps are sealed to the outside.

A single operator can tend several machines, needs only push the starting switches and keep the magazines supplied with blanks. For information about the money-saving, labor-saving TL-100 Traymaster, phone or write our nearest office.

PACKAGE MACHINERY COMPANY

EAST LONGMEADOW MASSACHUSETTS

NEW YORK • PHILADELPHIA • BOSTON • CLEVELAND • CHICAGO • MINNEAPOLIS • ATLANTA
DALLAS • DENVER • LOS ANGELES • SAN FRANCISCO • SEATTLE • TORONTO

The MANUFACTURING CONFECTIONER'S

Candy Clinic

The Candy Clinic is conducted by one of the most experienced superintendents in the candy industry. Some samples represent a bona-fide purchase in the retail market. Other samples have been submitted by manufacturers desiring this impartial criticism of their candies, thus availing themselves of this valuable service to our subscribers. Any one of these samples may be yours. This series of frank criticisms on well-known branded candies, together with the practical "prescriptions" of our clinical expert, are exclusive features of The MANUFACTURING CONFECTIONER.

$1.00 and up Chocolates; Solid Chocolate Bars

Code 4A6
Assorted Chocolates
½ lb.—$1.25
(Purchased at a drug counter, Buffalo, N.Y.)

Appearance of Package: Good.
Box: Tin, oblong shape, printed in pink, violet and green. Tied with pink grass ribbon, cellulose wrapper.
Appearance of Box on Opening: Good.
Number of Pieces:
- **Dark Coated:** 33.
- **Milk Chocolate Coated:** 5.
- **Gold Foil Cups:** 2.
- **Foiled Caramel:** 1.
- **Three Layer Praline:** 1.

Coatings: Dark and milk.
- **Colors:** Good.
- **Gloss:** Good.
- **Strings:** Good.
- **Taste:** Good.

Dark Coated Centers:
- **Almonds:** Good.
- **Twin Filberts:** Good.
- **Coffee Cream:** Good.
- **Chocolate Caramel:** Good.
- **Nuts & Solid Chocolate:** Good.
- **Glaze Pineapple:** Good.
- **Cashew:** Good.
- **Vanilla Cream:** Good.
- **Lemon Cream:** Good.
- **Nut Nougat:** Good.
- **Pink Jelly:** Could not identify flavor.
- **Pistachio Nougat:** Good.
- **Vanilla Nut Caramel:** Good.
- **Raspberry Cream:** Good.
- **Brazil:** Good.
- **Chips:** Good.
- **Orange Peel:** Good.
- **Date Paste:** Good.
- **Lime Cream:** Fair.
- **Kernel Paste:** Good.
- **Caramallow:**
  - **Marshmallow:** Poor.
  - **Caramel:** Good.
- **Cordial Cherry:** Good.

Light Coated Centers:
- **Nut Paste Blossom:** Good.
- **Nut Glaze:** Good.
- **Praline:** Good.

Foil Cups:
- **1 Milk Chocolate:** Good, Ganach center, good.
- **1 Dark Chocolate:** Good, Ganach center, good.

Assortment: Good.
Remarks: Very fine quality, neatly packaged and packed. Very attractive tin box. Highly priced at $1.25 for 8 ozs.

Code 4B6
Assorted Miniature Chocolates
Nut & Fruit Assortment
14 ozs.—$1.50
(Purchased in a Restaurant, Buffalo, N.Y.)

Appearance of Package: Good.
Box: One layer type, white glazed paper top printed in red and brown. One overall plaid print in red and white. Printed brown bow. Cellulose wrapper.
Appearance of Box on Opening: Good.
Number of Pieces:
- **Light Coated:** 24.
- **Dark Coated:** 27.
- **Foiled Pieces:** 2.

Coatings:
- **Colors:** Good.
- **Gloss:** Good.
- **Strings:** Good.
- **Taste:**
  - **Dark:** Good.
  - **Light:** Fair.

Light Coated Centers:
- **Almonds:** Good.
- **Brazils:** Good.
- **Peanut Cluster:** Peanuts not roasted enough.
- **Cashew Cluster:** Good.
- **Assorted Nut (Pieces) Cluster:** Good.

Dark Coated Centers:
- **Nut Cluster:** Good.
- **Cashews:** Good.
- **Pineapple & Cream:** Good.
- **Orange Paste:** Good.
- **Orange Jelly:** Good.
- **Almond Cluster:** Good.
- **Glaze Pineapple:** Good.

Assortment: Fair.

Candy Clinic Schedule For the Year

JANUARY—Holiday Packages; Hard Candies
FEBRUARY—Chewy Candies; Caramels; Brittles
MARCH—Assorted Chocolates up to $1.00
APRIL—$1.00 and up Chocolates; Solid Chocolate Bars
MAY—Easter Candies and Packages; Moulded Goods
JUNE—Marshmallows; Fudge
JULY—Gums; Jellies; Undipped Bars
AUGUST—Summer Candies and Packages
SEPTEMBER—Bar Goods; 5¢ Numbers
OCTOBER—Salted Nuts; 10¢-15¢-25¢ Packages
NOVEMBER—Cordial Cherries; Panned Goods; 1¢ Pieces
DECEMBER—Best Packages and Items of Each Type Considered During Year; Special Packages; New Packages

The SAVAGE

Scientific Cooling

or Heating Slab



By Repeat Orders Candy Manufacturers have acclaimed this slab because . . . .

THE SAVAGE COOLING OR HEATING SLAB IS FASTER—Will cool about 20% faster than any slab on the market. REGULATED—Will give even cooling or heating at all times. No hot spots. STRONG CONSTRUCTION—Steel plate highly ground and polished. Consumption of water is minimum. It will withstand 125 lbs. working pressure. It is permissible to use refrigerated water. CONVENIENT—Iron pipe legs are equipped with extra long threads in order to adjust where floors are uneven. Available in standard sizes and special sizes to order. Also ideal for enrober bottomer table. ECONOMICAL—Unnecessary to take apart and clean out sediment or do any of the usual repairs encountered with steel cooling slabs.

Your inquiry invited

Since 1855



SAVAGE BROS. CO.

2638 Gladys Ave. Chicago 12, Ill.

Remarks: Light coating is not up to standard used on this priced chocolates. Box contained too many clusters, mostly all peanut; also too many jelly pieces and pineapple and cream pieces. Not a good fruit and nut assortment. Highly priced at 14 ozs. for $1.50.

Code 4C6
Chocolate Coated Jelly Slices
1 lb.—79¢

(Purchased in a chain variety store, Oak Park, Ill.)

Sold In Bulk:
Slices:
Shape: Good.
Coating, Dark: Fair.
Center:
Color: Good.
Texture: Good.
Flavor: See remarks.
Remarks: We could not taste any flavor, only a strong acid taste. Very highly priced at 79¢ per pound.

Code 4D6
Cherries With Stems
8 ozs.—$1.50

(Purchased at a drug counter, Buffalo, N.Y.)

Appearance of Package: Good.
Box: Two layer type, full telescope. Red paper top embossed in gold. Cellulose wrapper.
Appearance of Box on Opening: Good. Each cherry in a cellulose wrapper. Crate divider used. None were broken.
Coating, Dark:
Color: Good.
Gloss: Good.
Taste: Good.
Center:
Cordial: Good.
Cherry: Good.
Flavor: Fair.
Remarks: A well made cherry with stem, neatly packed. Suggest a good cherry flavor be used in the cordial to improve the flavor. Highly priced at $1.50 for 8 ozs.



STANcase EQUIPMENT

STAINLESS STEEL DRUMS

MODEL 30--30 GAL.
MODEL 55--55 GAL.
(Covers available)

ECONOMY EQUIPMENT

RUGGEDLY CONSTRUCTED FOR LIFE TIME WEAR
FULLY APPROVED BY HEALTH AUTHORITIES

Manufactured by
The Standard Casing Co., Inc.
121 Spring St., New York 12, N. Y

Code 4G6
Assorted Chocolates
1 lb.—89¢
(Purchased in a chain variety store, Oak Park, Ill.)

Sold In Bulk:
Coatings, Dark & Milk:
Colors: Good.
Gloss: Good; some pieces badly scratched.
Strings, Machine: Good.
Taste: Good.
Centers:
Maple Walnut Cream: Good.
Vanilla Buttercream: Good.
Vanilla Caramel: Good.
Nut Nougat: Good.
Walnut Top Vanilla Cream: Good.
Assortment: See remarks.
Remarks: Very good quality but a very small assortment for one-half pound. Two of the creams were broken.

Code 4H6
Assorted Chocolates
Panned Pieces
1 lb.—49¢
(Purchased in a department store, River Forest, Ill.)

Sold In Bulk:
Coating: Good.
Panning: Good.
Finish: Good.
Centers:
Caramel: Good.
Peanuts: Good.
Raisins: Good.
Fudge: Good.
Mint Cream: Good.
Brazils: Good.
Jelly:
Texture: Good.
Flavor: Could not identify flavor.
Cream: Could not identify flavor.
Malted Milk Balls: Good.
Assortment: Good.
Remarks: One of the best chocolate panned pieces assortment we have examined this year. Well made and good eating.

Code 4I6
Assorted Milk Coated Chocolates
1 lb.—98¢,
¼ lb. box free
(Purchased in a department store, River Forest, Ill.)

Appearance of Package: Good.
Box: Two layer type, full telescope. Printed in brown, blue and white and red. Imprint of farm scene with boy and girl in colors. Cellulose wrapper. ¼ lb. box free is fastened to the box with a paper band printed in red and white.
Appearance of Box on Opening: Good.
Number of Pieces: 24.
Jordan Almonds: 2.
Cellulose Wrapped Caramels: 2.
Coating:
Color: Good.
Gloss: Good.
Strings: Good.
Taste: Good.
Centers:
Mint Cream: Good.
Chocolate Cream: Good.
Butterscotch: Good.
Coconut Cream: Dry and hard.
Lemon Cream: Good.
Green Cream: Could not identify flavor.
Orange Cream: Good.
Hard Candy Blossom: Poor.
Nut Nougat: Good.
Vanilla Coconut Paste: Good.
Maple Walnut Cream: Very hard and dry.
Red Cream: Could not identify flavor.
Nut Caramel: Good.
Chips: Good.
Chocolate Caramel: Good.
Peanut Butter Blossom: Good.
Jelly: Could not identify flavor.
Peanut Cluster: Good.
Vanilla Caramel—Cellulose Wrapper: Tough.
Vanilla & Nougat Caramel Layer:
Caramel: Tough.
Nougat: Good.
Jordan Almonds: Good.
Assortment: Good.
Remarks: One of the best boxes of assorted chocolates we have examined this year. Suggest that some of the flavors be checked up as they are not up to standard. Neat and attractive box.

New Whipping Agent

replaces ⅓ to ½ egg white or gelatin to

CUT COSTS...IMPROVE PRODUCT



DAIRY-WHIP is an improved whipping agent for confections. It replaces up to 50% of the egg white solids in standard formulas — greatly reduces total ingredient cost.

Dairy-Whip reduces weep, retards corn syrup separation and improves texture. Finished candies retain desirable color and flavor. You get up to 50% more shelf life on marshmallow cremes, fountain toppings, mazettas and frappe.

Ripple marshmallow made with Dairy-Whip pumps easier at low temperatures and shears more readily. In cast marshmallow formulas, Dairy-Whip replaces 15% to 20% of the gelatin to cut ingredient costs — making creamier, smoother, more tender marshmallows that have greater stability in storage.

For Caramels, fudge and taffy, use Sweet Dairy-Whey. Replace 50% or more of the nonfat milk solids . . . can cut dairy ingredient costs up to 50%. Extends shelf life because it replaces tough casein protein to boost moisture retention. Dairy-Whey meets U.S. Extra Grade specifications. It's spray-dried, non-hygroscopic, uniform high quality the year around.

Write Technical Service Department for complete information covering specific uses. Please specify product.

WESTERN CONDENSING COMPANY • Appleton, Wisconsin

Latini's Proven Profit Maker

200 Pops Formed & Wrapped Per Minute

Low labor cost pop operation—one operator does work of 4 people.
The wrapped pops go right through for cooling, then packing.
There is no handling, chipping, breaking, etc.—
Die pop is free of fins—eliminating scrap.
Positive stick insertion—all straight and true.
Weight of pop is variable without change of dies.
Sandwich wrap saves up to 50% of other type wraps.

Still worth waiting for!
Pilot model Latini Hard Candy Wrapper passed test runs with flying colors. High speed—Modest Cost.



LATINI DIE POP MACHINE
WITH CONTINUOUS WRAPPING ATTACHMENT

THE NEW RASCH AUTOMATIC TEMPERING MACHINE

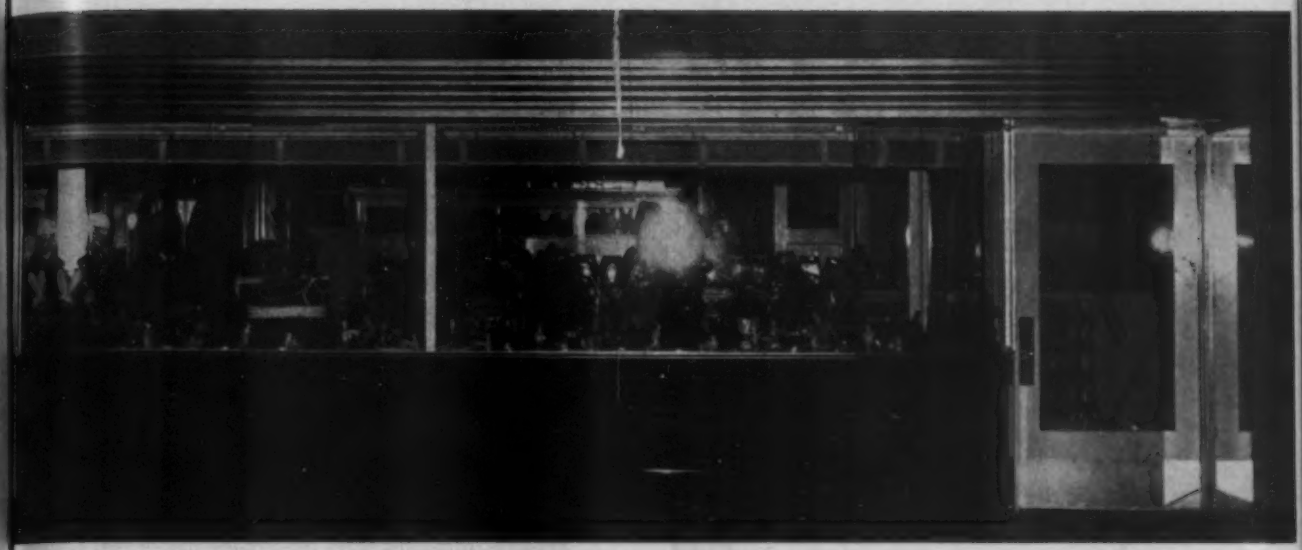
Simplified For Even Greater Performance

Saves on Space
Saves on Power
Saves on Water

This foolproof method of tempering has proved itself in the leading chocolate houses of North America as well as in Europe.
Chocolate is continuously fed from your storage tank or melting kettle and in this unit is sub-cooled and then brought up to your working temperature. This insures proper crystallization of your chocolate.
An infinitely variable speed drive allows you to adjust machine output to production requirements. Recirculation of chocolate is unnecessary, thus "over-temper" is avoided.
Now—just 2 instruments control unit with absolute accuracy.
Guaranteed performance on compound or chocolate coating, liquors, paste or cocoa butter; also chocolate with any mixture of nuts or cereals.
Capacities available are as follows: 1,000 2,000 4,000 pounds per hour.

Representative *John Sheffman, Inc.*

152 W. 42nd St. **New York 36, N. Y.**



Motion sells candy for Alderson's

A parade of candies marches ceaselessly across the front of the 15-foot display window at the Alderson Candy Shop in Denver, Colorado.

The "window train" is a series of 33 oval aluminum plates, mounted on an endless chain that travels around the window just beneath its Formica floor. Each plate, 12 inches long, runs on roller skate wheels around a steel rail, and the visible plates move above a 30-foot slot extending all around the window.

Power is supplied by a 1/6 horse power electric motor, geared to pull up to 50 pounds of candy by means of a 3-foot plywood wheel and drive belt. The aluminum plates move quickly enough to attract attention, but slowly enough so that display products are not dislodged. Two 16-inch turntables, one at each side of the window, provide further motion. They are set flush and are powered by another motor. The construction of this mechanism cost $600.

With this "moving train," Alderson Candy Company can display 33 packages of its outstanding products, with boxes of chocolates, seasonal baskets, bowls of candy favorites, passing the same point twice each minute. The display effect, when the center of the oval is trimmed with an attractive pyramid of products and the "train" circles about it, is unique and eye-catching. The complex mechanism needs oiling only once or twice a year and operates soundlessly. Mr. Alderson has used his window train for a parade of chocolate rabbits at Easter time, gift box suggestions during the Christmas season, a variety of Halloween confections interspersed with hobgoblins, jack-o-lanterns, witches and black cats for Halloween, etc.

Rolla Alderson, a Colorado veteran, has been located on Tennyson Avenue in North Denver for 19¾ years, building an outstanding reputation in soft candies. No hard candies are manufactured, and molded chocolates in 35 varieties have sparked the company's business. Two years ago Alderson Candy Company built an addition at the rear of the shop, housing complete

"BUSH"

FLAVORS • ESSENTIAL OILS AND FOOD COLORS

insure that the excellence and full rich flavor of your candies will always be maintained

•

W. J. BUSH & CO.

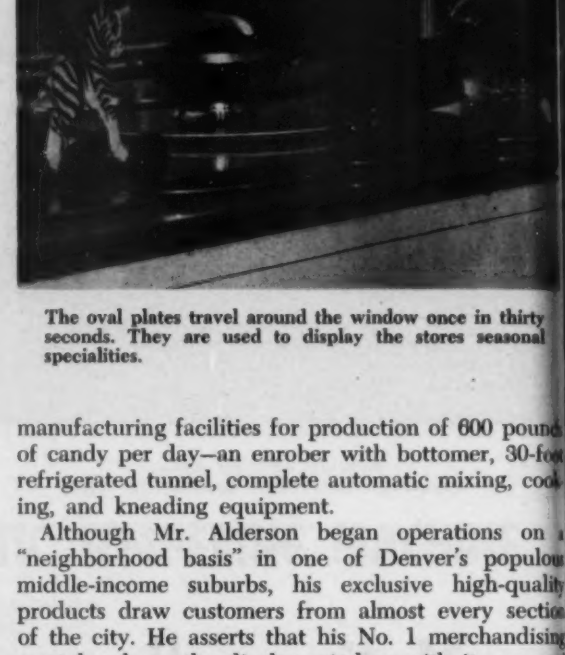
Incorporated

NEW YORK, N. Y.

605 W. Washington Blvd. Chicago 6, Illinois

3525 E. Olympic Blvd. Los Angeles 23, Calif.

P. O. Box 797, Montreal, Canada



The oval plates travel around the window once in thirty seconds. They are used to display the stores seasonal specialities.

manufacturing facilities for production of 600 pounds of candy per day—an enrober with bottomer, 30-foot refrigerated tunnel, complete automatic mixing, cooking, and kneading equipment.

Although Mr. Alderson began operations on a "neighborhood basis" in one of Denver's populous middle-income suburbs, his exclusive high-quality products draw customers from almost every section of the city. He asserts that his No. 1 merchandising asset has been the display window with its unusual "candy parade."

READY TO SERVE YOU WITH PENFORD CRYSTAL CORN SYRUP DOUGLAS CONFECTIONERS' MOULDING STARCH DOUGLAS CONFECTIONERS' THIN BOILING STARCH



Door-to-door, PENICK AND FORD products never vary in quality from the top purity standards maintained during laboratory-controlled production. Try them and see . . . improvements in your products will show you that you made the right decision.

PENICK & FORD, LTD.

INCORPORATED

420 LEXINGTON AVE., NEW YORK 17, N.Y.; 1521 MARIETTA BLVD., ATLANTA, GA.; CEDAR RAPIDS, IOWA; 16 CALIFORNIA ST., SAN FRANCISCO 11, CALIF.

"Epicurean Table"

Creates Many Extra Gift Sales For Denver Candy Firm



Larger unit sales of non-candy gift items along with fine packaged candies has been the result of creating this "epicurean table display", in the retail candy store of Baur's, in Denver, Colorado.

Sanford Walker, executive superintendent of the 66-year old candy manufacturing plant, hit upon the "epicurean gifts" theme to provide extra shopping interest in the store and to appeal to the tastes of regular customers who enjoy sending "something different" as gifts. Consequently, all items on display on the table are carefully selected imports, each complementing candies ideally and highly stimulating to the tastes of regular candy customers.

The display, as shown, is set up on an eight foot long, hip-high table fixture, directly across the aisle from the main candy cases and surmounted with a scroll-type ribbon sign which suggests "Baur's Epicurean Table—Gifts For The Holidays!"

Suggested gifts include complete assortments of favorite foreign cheeses, in tiny glass jars, ranging from four-jar to dozen jar packages, unusual imported jellies, "seafood assortment" of canned shrimp, oyster, lobster, crab meat, such unusual items as bottled lime dressings, imported vinegars, preserved fruit, varieties of potted canned meats, olives, gherkin pickles, cocktail net assortments, etc. Price range runs from $2.50 to $25.00.

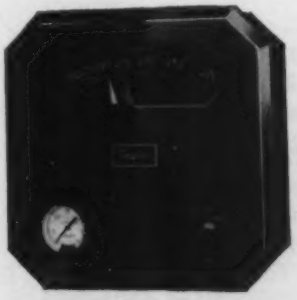
KNOW—AND CONTROL CRITICAL TEMPERATURES

AT ALMOST EVERY STAGE of candy production you need accurate, reliable temperature information—both from the standpoint of assuring top quality and controlling your costs. These instruments are representative of the complete Taylor line of Controllers, Recorders, Hygrometers and Thermometers designed for the candy industry. Ask your Taylor Field Engineer, or write for **Catalog 900.** Taylor Instrument Companies, Rochester, N. Y., or Toronto, Canada.



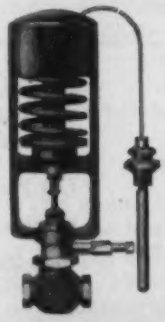
NEW Taylor BI-THERM* Dial Thermometer

Easy to read from a distance. Ideal for applications like Pipe Line and Storage Tank service. Accurate to ±1% of range because it is unaffected by ambient temperatures. 3" and 5" dials; 4", 6", 9" and 12" stems. Separable wells in various metals. Range limits, minus 40° to +1000° F. All-welded stainless steel construction.



Taylor 86RM417 FULSCOPE* Indicating Temperature Controller

For Coating Machines, Tanks, Coolers, Brine Lines, etc. Moderately priced. Ideal where you don't need a chart record.



Taylor 36RJ223 Self-Acting Temperature Controller

For Hot Water Service Tanks or where temperature of medium is not lower than 10°F. Simple, dependable, requires no auxiliary air supply or electricity. Gives ideal performance where close control is not absolutely necessary. Ranges: 110 to 170°F.; 130 to 190°F.; 170 to 240°F.; 220 to 275°F.; 270 to 340°F.

*Trade Mark

Taylor Instruments
MEAN ACCURACY FIRST

Helpful Books for Candy Plant Executives

Choice Confections

by Walter Richmond

This new book contains 365 formulas for making two batch sizes, one for hand work and one for machine work. There are instructions for each batch, with suggestions as to the methods of coloring and flavoring for variety. A glossary is included, both of candy and chemical terms. All of the formulas are cross indexed, and a complete chapter is presented on chocolate.

How to Salvage Scrap Candy

by Wesley H. Childs

This booklet is a complete revision of the author's work "Modern Methods of Candy Scrap Recovery" published in 1943. A considerable amount of information has been collected since that time on methods and techniques of salvaging scrap candy. This booklet covers all types of candy, and gives many practical and economical ways of converting scrap candy into a useful form for re-use.

A Textbook on Candy Making

by Alfred E. Leighton

Here is a textbook where the reader can learn the basic fundamentals of candy making, the "how" and "why" of the various operations in non-technical terms. Particular attention is given to the function of raw materials, and why each is included in a formula.

The Candy Buyers' Directory
The Directory of Candy Brokers

1955 Edition

The Candy Buyers' Directory is an alphabetical and classified directory of wholesale candy manufacturers giving information on what type of candy is made by each firm, and in some cases the type of packaging used. The Directory of Candy Brokers is a geographical listing of over 600 candy brokers giving the accounts that they handle, the territory covered and the number of salesmen. This directory should be on the desk of every salesmanager as a reference guide. The information contained in these directories is not available in any other published material.

☐ **How to Salvage Scrap Candy**
$2.00

☐ **Choice Confections**
$10.00

☐ **A Textbook on Candy Making**
$6.00

☐ **The Candy Buyer's Directory and The Directory of Candy Brokers**
$4.50

Book Department
The Manufacturing Confectioner
Publishing Company
418 N. Austin Blvd.
Oak Park, Illinois

Date.....

Gentlemen:

Enclosed is my check for $.....to cover the cost of the book I have checked at the left.

Name ..... Title .....

Firm .....

Street .....

City ..... Zone ..... State .....

READING: a business man's tool

CHAPTER FOUR *Heeding the Sign-posts*

by Nila Banton Smith

When you are driving in unfamiliar territory, you keep yourself continuously on the alert for road signs. You have a definite destination in mind, and you are acutely aware of the fact that the quickest and surest way to reach this destination is to heed the signs along the roadside which tell you when to turn left, when to turn right, and when to proceed straight ahead.

Printways are similar to trailways in that they, too, are posted with signs which aid the reader in finding his way quickly and surely to his reading destination. The sign-posts in reading warn you when to proceed straight ahead and when to make a sharp turn. These sign-posts usually are words; occasionally phrases.

"GO AHEAD" SIGNALS

One group of these direction words tell you to proceed ahead with all speed. They indicate that there will be more ideas added which carry forward the same course of thought. Some of the most commonly used signal words in this group are: *and, more moreover, more than that, furthermore, also, likewise.*

And is the most common of all of the "go ahead" words. Notice in the sentence below how *and* signals you to go ahead, and to read more and more ideas which are of about equal importancec.c c

Mr. Jennings was angry and guilty and apologetic and harassed all at the same time.

The words and phrases *more, moreover, more than that, furthermore*—all tell that there is something more to be added on the same subject. *Also* literally signifies "all in the same manner." *Likewise* means "in like manner." Both of these words are used to join parallel ideas.

Note the direction words or phrases in the paragraph below which signal you to proceed straight ahead. As you come to each one, stop and think about its function in the sentence.

They reported the usual number of hunting accidents this year. They also reported that mistaking men for game came third in all causes of self-inflicted wounds. More than that, they painted a picture of the type of man who usually commits this most inexcusable of hunting accidents. Furthermore, they stated flatly that this type of person had better stay out of the woods and view television for his recreational diversion.

There are other go-ahead words which belong in a slightly different classification, because they have a more specific function to perform. These are words such as *thus, therefore, consequently,* and *accordingly.* They give you a go-ahead signal insofar as the stream of thought is concerned, but they mark the beginning of a more weighty idea—an idea which may summarize the whole paragraph.

Note this function in the paragraph below.

One phase of sociology deals with social emelioration. If we know the influences which have made any human condition what we find it to be, we can, with scientific precision, point out the influences that must be brought to bear upon that condition to improve it. Thus we have the science called practical or applied sociology.

Another group of "go-ahead" words is even more decisive. They signal you to continue, but they also tell you that the author is about to sum up the entire set of ideas, or draw the conclusion growing out of the whole presentation. Some of the words and phrases which give you these warnings are *as a result, finally,* and *in conclusion.*

When you encounter one of these words or phrases, alert yourself for a sudden termination of the flow of thought.

Read the examples below, note the direction words that warn you of a stopping place, and heed them.

A college girl reports that she has a fear of eyes. She admits that this is unreasonable, yet she cannot look anyone directly in the eyes without experiencing panic. The phrase "fear looking out of her eyes" runs through her thoughts constantly. As a result of this condition, her social relationships and academic achievements are approaching ruin.

The monthly figures are based on a combination of techniques. In some cases, samples are used; sample data are received from banks and from retail outlets, for example. In other areas, where little current information is available, straight-line extensions of past trends are used. Finally, estimates are made, based solely on trends in somewhat related credit series.

"SHARP TURN" SIGNALS

The groups of words which we have discussed so far are the leading-on words that tell you the stream of thought is flowing straight ahead. In opposition to these "go ahead" words, we have another group that serves to turn the thought sharply in a different direction. The most common of these adversative words is *but.*

If all readers would heed even the warning which this one little word *but* signals to them, they would pursue reading content with greater ease and more decisive understanding.

Read the quotation below. Keep yourself alert to

From a forthcoming book by Nila B. Smith, to be published by Prentice-Hall, Inc. Copyright 1956, by Prentice-Hall, Inc.

Choice Confections

manufacturing methods and formulas

by

Walter Richmond

550 pages of detailed and accurate information on formulation and manufacturing of fine candies

Choice Confections fills a long need for a book written primarily for the manufacturing retailer. The 365 formulas are given in two batch sizes, one for hand work, and one for machine work. There are separate instructions for working each sized batch, with suggestions as to the methods of coloring and flavoring for variety. A glossary is included, both of candy terms and chemical terms that candy men are apt to run into. All of the formulas are cross indexed for ready reference, and are grouped in chapters for convenience. A complete chapter is presented on chocolate, giving the information that is necessary to have in order to buy coatings intelligently and use them to the best advantage.

All manufacturing retailers will welcome this book as an indispensable tool in varying old formulas and developing new ones. All 365 formulas have been production tested and are proven sellers.

Mr. Richmond's experience is available to every retail candy plant in the world for only $10.00.

Order your copy now. It will be shipped immediately.

BOOK ORDER **USE THIS ORDER FORM**

The Manufacturing Confectioner Pub. Co.
418 N. Austin Blvd., ...Date
Oak Park, Illinois

Please send me Mr. Richmond's new helpful book CHOICE CONFECTIONS: METHOD AND FORMULAS which contains 365 candy formulas. I am enclosing $10.00.

Name .....Position.....

Company .....

Street .....

City .....Zone.....State.....C2

finding the word *but*. Note how this one word is the harbinger of a complete change in thought.

Life is like a beautiful and winding lane, on either side bright flowers, beautiful butterflies, and tempting fruits, which we scarcely pause to admire or taste, so eager are we to hasten to an opening which we imagine will be more beautiful still. But by degrees, as we advance, the trees grow bleak, the flowers and butterflies fail, the fruits disappear, and we find we have arrived—to read a desert waste. (G. A. Sala)

Some other words and phrases which also negate preceding statements with equal effectiveness are *yet, nevertheless, otherwise, although, despite, in spite of, not, on the contrary, however, notwithstanding.*

When you come upon such words as these, prepare yourself for an abrupt change. They tell you to deflect your course in the opposite direction; that the author is about to usher in an idea or ideas which are adverse to those you have been reading. Note the effect which the diverting words and phrases have on the direction in which the thought is flowing.

Addison was not a good speaker, yet he was an admirable writer.

He has acted an unworthy part, nevertheless I will be a friend to him as far as I can.

Treat kindly every miserable truth that knocks at your door. Otherwise you will some day fail to recognize Truth Himself when He comes in rags. (Austin O'Malley)

Because of the variability in dyes from color to color, the ratings can give only an indication of the likelihood of getting desired results under a particular set of circumstances. For example, it is probable that if you select a brand which was rated as good for wool, and if you follow the correct procedures, you'll get good results. However, since an overall rating of "good" represents a composite of individual color ratings, there is always a possibility that your selection of color may be one of the less satisfactory shades of a generally good brand.

HEEDING SIGNALS IN A TIMED SELECTION

As a result of the study and practice which you have had so far, you should be ready to apply the skill of heeding signals in reading, to an entire selection.

Read the article below as rapidly as you can. Jot down your beginning and ending times in the appropriate blank spaces. Speed forward without restraint as long as the "go ahead" signals flash out their message to you, *but* take heed when you see a "sharp turn" word and adjust yourself quickly to anticipate a change in meaning.

Beginning time—

HOW TO NEGOTIATE FOR A HOUSE

A great many houses are not advertised by the owners, but are listed with brokers (realtors, agents). The broker's commission is usually 5% of the sale price; consequently, elimination of this fee by giving priority inspection to owner-advertised houses may be a justified first step.

But don't ignore broker-advertised houses. If the broker is a man of intelligence, tact, and integrity he can be well worth his fee. The problem is to find

a good one. The chances are best with brokers whose advertising copy is matter-of-fact and moderate in tone. If the agent turns out to be unpleasant, take a quick look at a couple of his listings and pass on.

While you are sorting out the brokers you will be seeing houses and getting a preliminary idea of values. Also, in active neighborhoods, you are likely to meet a number of brokers who are at least not impossible. Moreover, you may be fortunate enough to find one who is both frank and expert in his judgment of houses –but it does not follow that he will be the one through whom you finally buy, for chance plays as great a part in realty transactions as merit and good intentions.

If you have seen a property through a broker or by direct contact with the owner, and you are later inadvertently taken to it by another broker, you should immediately so state and not enter the house with the second broker. Otherwise, if you should later buy the house, you may find yourself involved in a lawsuit.

Factors which sometimes play a part in bidding include the length of time the property has been on the market, and when the present owner acquired it. If he bought it and made improvements in the Thirties or early Forties he can sell relatively cheap and still make a whopping profit. On the contrary, the recent buyer, builder, or improver, having paid top prices, must get a top price in turn if he is not to lose. A property which lingers on the market may sometimes be acquired advantageously by a buyer who comes along just when the owner decides he can't get his price and decides to come down to a more reasonable level. It is advisable, nevertheless, to let the property rest a while longer and investigate to check whether price was the only reason for its failure to move.

In deciding how much you can afford to pay, one rule-of-thumb is that the total price should not exceed double your annual income. If followed rigorously in the present market, this simply means that few low-income families can own their homes. It is true enough, however, that you should be especially cautious in buying if your income is under say $5,000 a year, or if it is precarious for any reason. And if you have lived in apartments all your life, don't be taken in by the monthly charges quoted in the developers' ads as "covering everything, just like rent." Although these charges do cover interest and amortization of mortgage, real estate taxes, and insurance, there are also heat, electricity, maintenance and repairs, water taxes, special assessments, and other costs, which may come to another 40% and likewise must be paid for–just like rent. Furthermore, if your move is from city to suburbs, there is the not inconsiderable cost of commutation and the possibility that you will need another car.

When you find a house in which you are really interested, an offhand estimate of market value is not good enough. You should appraise it yourself, if you feel competent to do so, or get it appraised.

You can get a direct appraisal of the property's value by hiring a professional appraiser, but unless he is both competent and disinterested, his findings may not be very helpful. Be especially careful in a small town, where bank officials and directors, realtors,

Quality is always remembered...



WILBUR SUCHARD CHOCOLATE CO., INC., LITITZ, PA.

assessors and tax collectors, the probate judge, and realty-minded lawyers are all likely to be good friends. You go to the bank for an appraisal and the bank sends out or recommends a man. Neither the bank nor the appraiser will deliberately set out to rob you, of course, but the bank may prefer to see you buy the house for one of a number of reasons—the broker or the owner may be a friend or a director, the bank may want to make a loan, it may favor an active market on general principles, or any of a dozen equally cogent reasons. Appraisal being an art, not a science, there is a normal latitude of perhaps plus or minus 5%. Therefore, if the appraiser is acting in the interest of the bank, the 5% is apt to be minus; if he has reasons for wanting the house sold, it may chance to be plus. The difference—say $2,000 on a $20,000 property—is no slight one.

When a property needs repairs or remodeling, some brokers transform themselves into architects or builders and glibly quote the cost of heating plants, plumbing, masonry, and "streamlined" kitchens. Such estimates are usually a fraction of actual cost. Not many brokers will tell you anything worth listening to about building costs, or any other technical matter. If you are seriously interested in a house that needs extensive remodeling or repair work before it comes up to your standards, call in a builder or contractor and get a firm bid on the cost of the job. Do this before you make any bid, otherwise you may be unpleasantly shocked at how much more the house costs than the amount you thought you were paying for it.

When the difference between bid and asked prices is small but both parties stand firm, the broker can sometimes save the deal by reducing his commission. Before resorting to this final and painful expedient he may enlarge on the possible consequences to him: loss of license, expulsion from his trade association, ostracism, etc. Despite his story these penalties are almost always imaginary, the broker's colleagues will do the same thing when they have to.

Ending time—

CHECKING YOUR SPEED

Find and record your rate on the table below according to procedures previously suggested. A rate scale is provided as usual for this selection.

Time begun :
Time finished :
Reading time :
Reading rate :
Comprehension :

MINUTES	10½	10	9⅝	9	8⅝	8	7½	7	6½	6
WPM	102	107	112	119	126	134	143	153	165	178
MINUTES	5½	5	4⅝	4	3⅝	3	2½	2	1½	1
WPM	194	214	238	267	306	356	424	535	713	1070

CHECKING YOUR COMPREHENSION

Write "Yes" or "No" at the beginning of each statement.

_____ 1. A great many houses which are not advertised by the owners are listed with brokers.
_____ 2. Elimination of the broker's fee by giving



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5 178
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1070

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giving



TIONER



Chewing candy with *extra* sales appeal...

ALMOND Coconut Chews



With most people, these Almond Chews are more than "just another" piece of candy, and you can see (and taste) the reason why. Crisp, crunchy almonds put Almond Coconut Chews in a class by themselves, make them a candy creation that sells itself on "looks", and repeats on flavor.

The almonds to use are the thrifty Blue Diamond sheller-run grade, and the candy maker who developed the formula suggests *Mission* or *Drake* sheller-run. Whether you buy size-graded whole kernels, sheller-run grade, or whole-and-broken, you can depend on Blue Diamond quality to minimize handling costs in your plant. No bitters. No dust or foreign particles. No excess moisture. For samples of sheller-run or other Blue Diamond items write us on your letterhead, please.

Here's your formula:

- 4 lbs. white sugar
- 4 lbs. brown sugar
- 24 lbs. fresh coconut
- 16 lbs. corn syrup
- 4 lbs. molasses
- 2 oz. salt
- 20 lbs. raw sheller run Almonds (Drake or Mission)
- Vanilla and lemon flavor to suit
- 1 lb. fresh dairy butter

Cook white and brown sugar, corn syrup, and molasses to a good boil. Add coconut, cook to firm ball test. Add butter, salt, almonds and flavor. Mix in thoroughly. Pour on slab and spread approximately ¾ inch thick. Cut to desired size.

Blue Diamond ALMONDS

BLUE DIAMOND BRAND

CALIFORNIA ALMOND GROWERS EXCHANGE

Sacramento, Calif.

Sales Offices: 100 Hudson St., New York 13, and 549 W. Randolph St., Chicago 6

priority inspection to owner-advertised houses may be a justified step.

_____ 3. One should ignore broker-advertised houses in favor of owner-advertised houses.

_____ 4. When you find a broker who is both frank and expert in his judgment it follows that he is the one through whom you will finally buy.

_____ 5. An owner who bought in the Thirties or early Forties can sell relatively cheap and still make a profit.

_____ 6. If the total price does not exceed double your annual income, you are entirely safe even if your income is under $5,000 a year.

_____ 7. If a property has lingered on the market so long that the owner decides to come down on his price, then you should buy it immediately.

_____ 8. Banks are not always to be depended upon in recommending an appraiser.

_____ 9. Appraisal is an art, not a science.

_____ 10. The developer's monthly charges cover everything that you should consider.

Check your answers with the list below. Multiply the number right by 10 and record your score in the table on page 11.

1. Yes 2. Yes 3. No 4. No 5. Yes 6. No 7. No 8. Yes 9. Yes 10. No

FOLLOW-UP PRACTICE

Continue forcing your speed and looking for main ideas in all of the reading that you do both in connection with your daily activities and during your specific practice periods. In all of this reading, also, note the "Sign-Posts." Now that you are sensitive to the "Sign-Post" words let them mean something to you while you are reading. When you encounter a "Go-Ahead" sign, be assured that the course of thought will proceed in the same manner, that more will be said in the same tenor, and that you may continue full-speed ahead with no change in thought. On the other hand, when a "Sharp Turn" word or phrase pops up in print, take care! With this warning you will be prepared to change your course of thinking, but still continue your speed without loss in comprehension.

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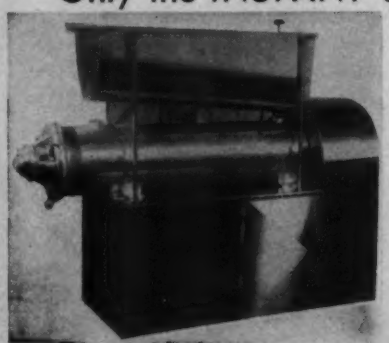
1737 W. Howard Street, Chicago 26, Illinois

Bachman Chocolate Manufacturing Co.–Chocolate
R. E. Funsten Company–Pecans, Black Walnuts
Lever Bros.–Shortening–Vegetable Oils
Petran Products Corporation–Vanilla
Western Condensing Co.–U. S. Extra Grade Dairy Whey

The Confidence of the Purchaser is in the Integrity of the Seller . . . Our Greatest Asset.

Only the *INSTANT* and *CONTINUOUS* FONDANT MACHINE

gives you these many advantages.



New Master Model

Creams & Cools Simultaneously,
No waiting, creams HOT syrup Instantly,
No expensive pre-cooling equipment required,
Finer, Smoother Fondant,
Fondant ready to use, without delay,
Produces more, in less space,
Saves valuable floor space,
Lower production cost,
Lower investment cost,
Proven the world over,
Made of Lifetime Stainless Steel & Aluminum.

MASTER MODEL
for large
volume production

Make your Fondant Dep't. Modern, automatic, with an Instant & Continuous Fondant machine, & a Sanitary Syrup Pump.

CONFECTION MACHINE SALES CO.
407 S. Dearborn St., Chicago 5, Ill.

The MANUFACTURING CONFECTIONER'S Clearing House

MACHINERY FOR SALE

FOR SALE

Model S #3 Savage Fire Mixers.
50 gal. Model F-6 Savage Tilting Mixers, stainless kettle.
200 lb. Savage Flat Top Marshmallow Beaters.
Merrow Cut-Rol Cream Center Machine.
50" two cylinder Werner Cream Beater.
1000 lb. Werner Syrup Cooler.
200 lb. to 2000 lb. Chocolate Melters.
Simplex Gas Vacuum Cooker.
Simplex Steam Vacuum Cooker.
600 lb. Continuous Vacuum Cooker.
Form 6 Hildreth Puller.
6' and 7' York Batch Rollers.
National Model AB Steel Mogul.
National Wood Starch Buck.
38" Copper Revolving Pans.
Ball and Dayton Cream Beaters.
100 gal. Copper Mixing Kettle with Double Action Agitator.
We guarantee completely rebuilt.

SAVAGE BROS. CO.
2636 Gladys Ave. Chicago 12, Ill.

FOR SALE: Rose Caramel Wrapper for ⅞ x ⅞ x ⅝ piece, fold wrap; Hudson Sharp Box Wrapper, 4⅜₁₆ x 1½ x 1⅜₁₆, for wax paper or cellophane, electric eye; Fitzpatrick Model D Communator. Box 266 The MANUFACTURING CONFECTIONER.

FOR SALE: 5 Ft. Racine Snow Plow Cream Beater, with 5 H. P. Motor, Capacity 300 pounds, First Class Condition. Mills Hand Drop Machine. Mills Gas Batch Warmer. Nut Cooker. 105 Pounds Powdered Licorice Flavor. 217 Pounds Powdered Gelatin. A. E. Cramer, Barbara Fritchie Shoppes, Frederick, Md.

FOR SALE: Racine Super Duplex Sucker Machine, excellent condition; also Simplex Steam Vacuum Cooker. Box 265 The MANUFACTURING CONFECTIONER.

FOR SALE: 1 32" National Enrober with 24" Sisco Nut Roller. 4—Peerless Plastic Machines with 1 die each. 6—York Batch Rollers. 2—Old type Hanscella Batch Rollers. 2—1000 lb. National Chocolate Kettles. 1—800 lb. Duplex Chocolate Kettles. 2—Hudson Sharpe Wrapping Machines with electric eye. 1—2 Barrel Reade Dough Mixer. 1—Hohberger Continuous Cooker. 1—10 HP Mears Kane Steam Boiler. Box 1052. The MANUFACTURING CONFECTIONER.

FOR SALE: 1 Palmer Automatic Set Up Box Forming Machine. Price $4500. Address Delson Candy Co., 342 W. 14th St., New York 14, N. Y.

MACHINERY FOR SALE

FOR SALE: 2—No. 2 Springfield Depositors with assortment of pump bars, 1—High Speed Rose Twist wrapping machine No. 500 which will wrap a piece 1-1/4 x 1/2 round, 1 EP Sucker Machine with conveyor and 3 sets of rollers, 1 35-gallon Savage Tilting Kettle with motor attached for 120 lb. pressure. Box 364 The MANUFACTURING CONFECTIONER.

FOR SALE: Rose 500 Machine, piece 1/2" by 1-1/8". Tray-Lock Machines type TL-B-EL, end lock. Also several TLA machines for setting up and side locking. All units in good order. Box 365 The MANUFACTURING CONFECTIONER.

FOR SALE: Never used—attachment for Package Machinery FA wrappers to apply spot label to cellophane before wrapping. This Medallion Attachment will be sacrificed—still in original crate. Box 467 The MANUFACTURING CONFECTIONER.

POSITIONS WANTED

FOREMAN, now employed wishes to make a change. 30 years experience in general candy pan line, and technologist in Bubble Chewing Gum Base. Top quality finishing and 100% high humidity resistance. Also will go to teach anywhere in foreign countries. Will furnish highest grade references from this state and foreign countries. Box 272 The MANUFACTURING CONFECTIONER.

PAN MAN, expert in general line, 35 years practical experience, hot and cold grossing, chocolate pan work, finishing and polishing, making bubble gum base and regular chewing gum line. Best of references. Holding position as foreman, desire a change. Box 466 The MANUFACTURING CONFECTIONER.

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WANTED: Roll Card Feed Units for DF and DF 1 Wrapping Machines. Paul F. Beich Co., Bloomington, Illinois. Phone 3-8201.

WANTED: 1 Currie Hy-Speed Candy Cleaner Fred W. Amend Company, Danville, Ill.

WANTED: 1—24" or 36" Greer Enrober used and in good condition. Write P. O. Box 75, Knoxville, Tennessee, giving price and other information.

FOR SALE: 1 Girdler Votator, 1 DF Wrapping Machine, complete with Electric Eye (in original crate). Pump bars for National Equipment Depositors: 1-Single 18, 2-single 20, 1-single 24, 1-single 30, 1-single 30 with two-tone attachment, 1-double 30, 1-double 40. Fred W. Amend Co., Danville, Ill.

FOR SALE: 1—80 gallon stainless steel steam kettle, 1—Champion three speed mixer, 1—1000 lb. chocolate melter with motor and pump, 1—600 lb. chocolate melter, no motor, 2—300 lb. chocolate melters, no motor, 1—24" Enrober, 1—10 ton Lipman condenser, 1—10 ton York cooling box with blowers, good for tunnels and air conditioning, an assortment of molds for chocolate 10c eggs, rabbits and shells. Ucanco Candy Company, Davenport, Iowa.

HELP WANTED

WANTED: ENROBER MAN, experienced in production of top quality Miniature Chocolates, able to handle non-automatic tempering, adjust tunnels etc. New York City. Box 885 The MANUFACTURING CONFECTIONER.

Candy Manufacturer in New England wants ASSISTANT SUPERINTENDENT for plant in New England. Give complete details of experience—age—present salary—when available. All replies confidential. Real opportunity for right man. Box 465 The MANUFACTURING CONFECTIONER.

SUPERINTENDENT: One who is familiar with all phases of hard candy including pure sugar and stick candy, also slab work. We are a medium sized factory located in the south central area. We have modern equipment and the man we are seeking must be familiar with new types of equipment, as well as have creative ability and able to supervise our production employees. Box 462 The MANUFACTURING CONFECTIONER.

WANTED: High class CANDY MAKER experienced in making continental type chocolates. Box 463 The MANUFACTURING CONFECTIONER.

BUSINESS FOR SALE

FOR SALE: Homemade Candy-Ice Cream Shop. Completely equipped for manufacturing. Also carry line of Dietetic Supplies. Located on Main St. of City in Maine. Box 461 The MANUFACTURING CONFECTIONER.

WANTED TO BUY

Progressive Pennsylvania specialty candy manufacturer wishes to acquire another candy firm through merger or will consolidate sales, advertising and warehousing program to increase sales and lower distribution costs. References exchanged in strictest secrecy. Box 464 THE MANUFACTURING CONFECTIONER.

LINES WANTED

CANDY AND ALLIED LINES for Western Pennsylvania. Twenty years experience same territory. Box 1255, The MANUFACTURING CONFECTIONER.

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The Candy Industry has met the change by constantly improving their products and by offering today's child and adult alike an astounding variety of candy to meet every taste. Servicing the Candy Industry these many years has made us appreciative of the excellent job they have done.

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120 Wall St., N. Y. 5, N. Y.
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doodlings

by tom sullivan

IT ISN'T TOO often that a convention speech rates as a classic, but our "eyes have seen the coming" of this one, and the only way in which we can help immortalize it is to present it in a page already noted for imperishable prose.

The free verse form is ours, but the speech itself was written seemingly by a "top banana" in NATD. Whether or not the very estimable gentleman who delivered it at the NATD convention was first enjoined to "speak the speech . . . trippingly on the tongue," we cannot say. But we'd suggest you read it aloud in your most accomplished Ciceronian style for the best possible effects. The speech:

"IT CAN BE asserted, I believe,
without equivocation
that genuinely or mischievously,
and that applies to men and women,
we do not overlook and
more often than not,
even seek or fabricate
an opportunity to refer to,
reflect upon
or gratuitously comment
about the incongruities,
paradoxes
and inconsistencies of the behavior,
actions and reactions
of certain people, certain firms
and certain communities.
It is in this typical, conventional role
that I am appearing this morning.

"NEEDLESS TO DECLARE, I am
delighted with this assignment
because
I could not conceive of any other
that brings forth as vibrantly and
forcefully
the paradoxical behavior of people.
I am referring,
of course,
to the absence of
a crystal clear policy
governing spoilage
of candy and confectionery products.

"WE CONFRONT THIS issue with
a sort of bewilderment
as though it is something alien
or wholly uncommon to the industry.

"JUST STOP TO THINK OF IT!
Here is a product
that is quite correctly categorized
as a food;
here is a product
that contains a host
of perishable compounds and
ingredients;
here is a product
that is sharply influenced
by climatic conditions;
here is an edible product
that is purchased by
or presented to
all people of all ages,
of all stations in life,
under all circumstances,
on all occasions from cradle to grave;
here is a product
that, with rare exceptions,
is processed,
manufactured,
packaged and shipped
under the most rigid and
exacting conditions of sanitation;
here is a product
that is to a major
or minor extent
handled and marketed by a
million and a half retail outlets; and
here is a product
that has been troubled,
panicked,
irritated,
confused,
perplexed,
bewildered by spoilage,
by deleteriousness and deterioration
from time immemorial,
yet the industry
boasting
of over a billion dollars per annum
has not had the foresight or
plain 'guts'
of confronting the problem
in a manner befitting enlightened
business conduct and business
management.

"WITH WHAT CONSEQUENCES?
Perennial buck passing—
manufacturer blaming the wholesaler;
the wholesaler blaming the retailer;
the retailer blaming the wholesaler;
the wholesaler blaming the
manufacturer
and so on,
'ad infinitum.'

"WHAT IS THE SOLUTION?
It cannot be done
with a magic wand,
but forward steps can be taken
such as:
(a) stop overloading customers;
(b) evolve,
devise,
create,
or encourage
the development of facilities
to properly humidify this perishable
edible product;
(c) stipulate terms and conditions
under which
a distributor will be sold (proper
humidification would constitute
one of the primary conditions);
(d) make it more interesting
for the distributor and the retailer
to be interested in and accord
greater care
to candy and confectionery products."

Genug for today.

HOLD YOUR HATS, kids, here we go again:

Our most amusing as well as amazing forecaster, who hits the noggin right on the nail time and time again, tells us that candy advertising in 1958 may well exceed $50,000,000; up about $10,000,000 from 1955.

Same forecaster early last year told us that "candy ads may reach $50,000,000 in 1955; up $10,000,000 from 1954."

We don't want to mar this fellow's gift for both amusing and amazing crystal ball reading—wouldn't think for a moment of stealing his turban and earrings—but we feel rather confident that this time next year he'll be telling us that candy ads for 1957 may reach $55,437,681; up $14,972,163 from 1956.

And if we're still around in 1958, we wouldn't be surprised to read that "candy ads for the year may hit $75,000,000; up $35,000,000 from 1957."

All we can say is that kind of moola could buy a lot of grey flannel suits, if they're still the mode along Madison and Michigan Avenues.

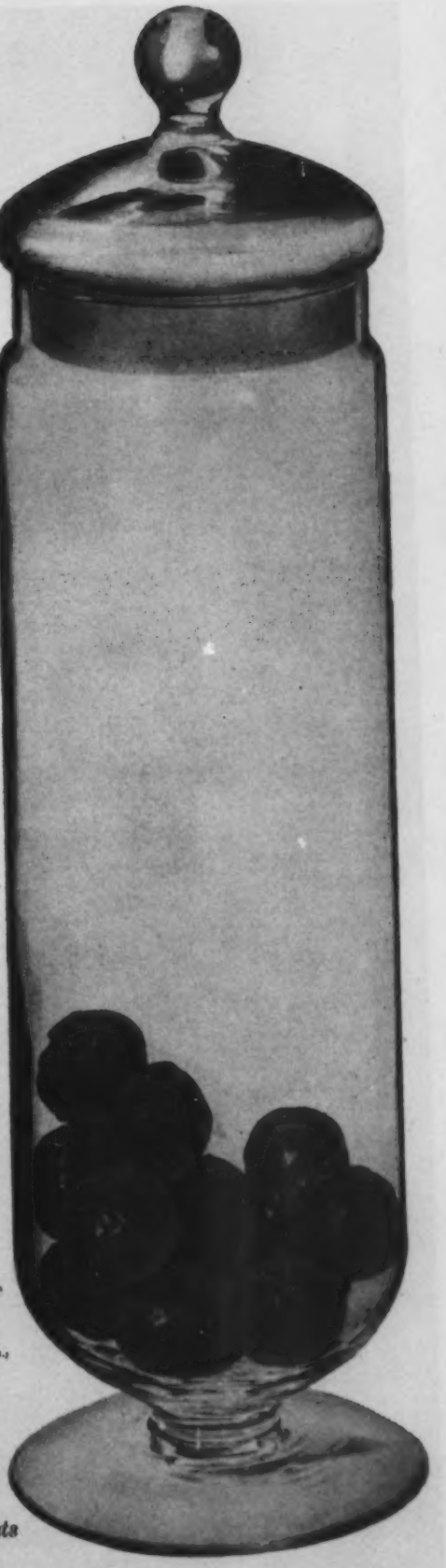


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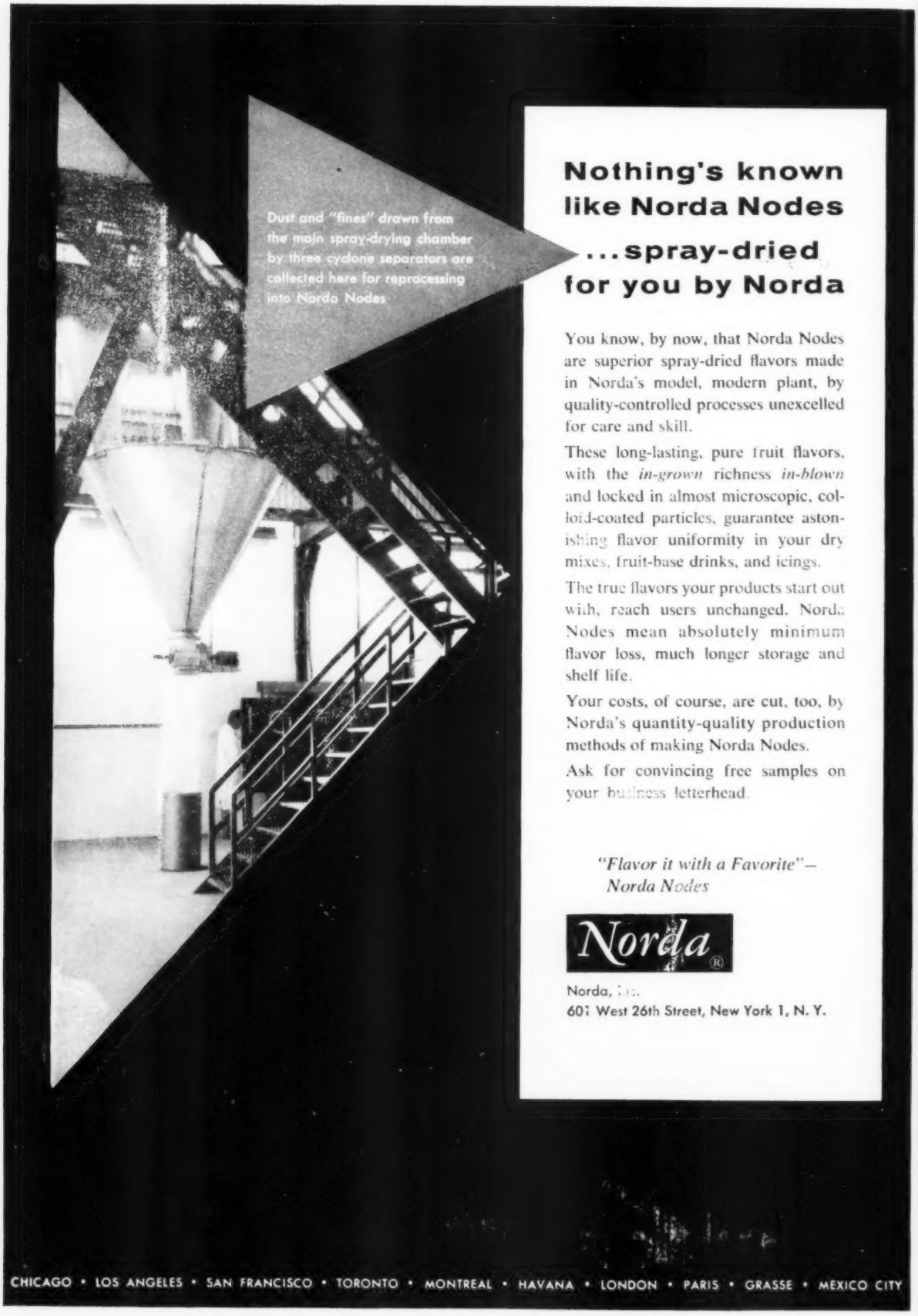
You can order Pfizer Citric Acid U.S.P. in either hydrous or anhydrous form. (The anhydrous saves you money on an actual acid basis... gives you even acidity after months of storage, too!) Whatever your needs in high quality aciduants, look to Pfizer.



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